PLAY METER magazine

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VOLUME 16, No. 12 FOR THE COIN-OP ENTERTAINMENT INDUSTRY November 1990

TAITO

SPACE GUN

BEWARE!

THE GALAXY IS BEING INVADED!!
DESTROY THE MONSTERS WITH HIGH-POWERED, PUMP-ACTION MACHINE GUNS!!
RESCUE THE HOSTAGES IMMEDIATELY!

STORY

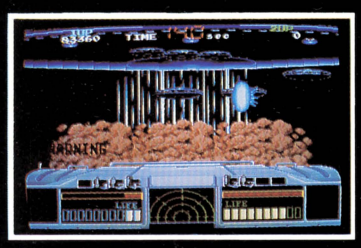
The year is 2039 A.D. When a distant colonized space station experiences strange and unexplained occurrences, the Federation of Earth launches a special off-world unit of commandos to investigate. En route, a distress signal from an Earth-bound cargo ship is intercepted. The crew has been taken hostage by hostile alien life-forms. Tension builds as the commandos search through the ship for survivors, while fending off the brutal, inhuman attackers. It's a fight to the death when the aliens' true course of cold-blooded destruction is discovered. . . Destination: Earth!

HOW TO PLAY

- This high-powered shooting game is in the first person perspective and can be played by one or two players simultaneously. A second player can join the game at any time.
- The hostages must be rescued while annihilating the alien monsters in seven shocking and horrifying rounds.
- The game is over when the player's LIFE ENERGY has expired, when no hostages have been rescued, or when the seven rounds have been completed. And with Taito's buy-in feature, the player can continue the action!
- A LIFE ENERGY capsule appears periodically to restore life to the player. In addition to the endless supply of bullets, the player can collect special weapons including Freeze, Blade, Fire and Explosive Bombs.

OPERATION

- The controls include a high-powered, pump-action, fully automatic machine gun and a foot pedal to assist the player in maneuvering through the alien-infested ship.
- The pump-action allows the player to select the special weapon of choice. The player then simply pulls the trigger to unleash total destruction.
- The foot pedal allows the player to reverse his direction of travel. This gives the player additional maneuverability to explore each corridor of the large ship.



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NEWS BULLETIN

CORTON BEACH IN RECEIVERSHIP... Play Meter European correspondent David Snook reports that Corton Beach PLC, the parent company of Deith Leisure, has been placed into receivership—a move that has "rocked the British coin machine industry."

According to Snook, "By Oct. 19, it was clear that Deith Leisure, Philip Shefras Spares, Suzo, and the American subsidiary—Belam—were all up for sale. There was also talk of a management buy-out. The receiver was called in after Corton Beach's bankers rejected proposals for refinancing the group. The receiver was at first responsible for only those sections of the group that did not include the leisure companies, which initially announced that they were trading normally."

Corton's activities outside the amusement business are concentrated in the automobile and food industries. Said Snook, "It suffered a major setback when Ford did not renew its franchise of one of the principal Corton sales organizations, after Corton had spent 134 million pounds (about $268 million) buying it. Corton also had a 22 percent stake in Propeller, a leisurewear company which had (earlier) announced substantial losses.

"It appears at this stage that the receiver may well attempt to sell-off the leisure division in one hit, although the British trade is talking of a piecemeal sell-off."

Deith Leisure is one of the international marketplace's best-known distribution companies; it also has manufacturing facilities. Rotterdam-based Suzo has a spare parts network that stretches across Europe. And Philip Shefras Spares is the leading British supplier of spare parts for coin machines.

FOOSBALL CHAMPIONSHIP... Tornado Table Soccer's $30,000 National Table Soccer Championship is set for Nov. 22-25 at the Tampa Hilton Resort in Tampa, Fla. If attendance at recent tournaments is any indication, the hotel will be packed with foosball players.

For more information about the growing interest in table soccer and its promotion, call Dave Courington at (713) 920-2643. A full slate of tournaments and championships, both world and national, is now being scheduled for 1991.

OPEN HOUSE SCHEDULE... The following is a list of post-AMOA Expo distributor open houses, which offer operators a chance to inspect the latest coin-op equipment:

- Nov. 2: Colorado Game Exchange, 11 a.m.-5 p.m.
- Nov. 2: General Coin (Portland), 4-9 p.m.
- Nov. 3: Birmingham Vending (Orlando), 1:30-6:30 p.m. (also a grand opening for the new warehouse and showroom)
- Nov. 4: Rowe-Dedham, 1-5 p.m.
- Nov. 4: New England Coin-Op, 1-6 p.m.
- Nov. 6: General Coin (Seattle), 4-9 p.m.
- Nov. 6: Mondial Distributing, 2-8 p.m.
- Nov. 7: Betson Enterprises (New Jersey), 2-7 p.m.
- Nov. 7: C.A. Robinson (San Francisco), 9 a.m.-4 p.m.
- Nov. 7: Betson Pacific (San Francisco), 10 a.m.-4 p.m.
- Nov. 8: Betson Pacific (Phoenix), 10 a.m.-4 p.m.
- Nov. 9: Betson Pacific (Los Angeles), 10 a.m.-4 p.m.
- Nov. 9: C.A. Robinson (Los Angeles), 9 a.m.-4 p.m.
- Nov. 9: American Vending Sales, 12-6 p.m.
- Nov. 11: Betson Enterprises (Syracuse), 1-6 p.m.
- Nov. 11: State Sales, 11 a.m.-5 p.m.
- Dec. 7: Monroe Distributing (Cincinnati), 5-11 p.m.

PINBALL EXPO REMINDER... Pinball enthusiasts won't want to miss the Sixth Annual Pinball Expo, which will be held Nov. 9-10 at the Ramada Hotel/O'Hare in Rosemont, Ill.

Among the highlights on this year's agenda are a tour of the Data East Pinball factory, during production hours; a design seminar by Williams' Steve Ritchie; a lesson on "pinball wizardry" by Premier's Jon Norris; tips on maintaining pinball machines by Frank "The Crank" Seninsky; a panel discussion moderated by Sharon Harris, president of the new International Flipper Pinball Association (IFPA); and a seminar entitled "Pinball Through the Ages" by pinball design legend Steve Kordek.

Also, this year's Pinball Expo will again feature the "Flip Out" pinball tournament. It will be open to all attendees, including industry personnel. The grand prize is a new Data East pinball machine.

For more information, contact Robert Berk, Pinball Expo '90, 2671 Youngstown Road S.E., Warren, Ohio 44484; (216) 369-1192 or (800) 323-FLIP.

OPERATOR PARTY... Pioneer Laser Entertainment will host a special "Laser Juke Late Night" for jukebox operators attending the AMOA Expo. It will take place on Oct. 25 at the Cat's Meow, 701 Bourbon St., from 10 p.m. to midnight.

Jukebox operators can visit the PLE booth (#857) to receive their invitations. At midnight, a lucky operator will win a PLE *LJ-V66 LaserDisc* jukebox.

MULLANE LEAVES BALLY MFG... Robert Mullane, Bally Manufacturing Corp.'s chairman and chief executive, has resigned his position at the company. He took over in 1979, when Bally still manufactured coin-op amusement games. Now the company makes gaming devices, lottery ticket machines, and exercise equipment; it also operates four casinos and 315 health and tennis clubs.

Bally Manufacturing is in the midst of financial turmoil. It must sell some assets to reduce its $1.8 billion long-term debt.

WE FORGOT ONE!... In Mr. C. Caire's "Last Word" on the back page, he lists a sampling of bars and live music clubs in New Orleans. He mistakenly believed that all such places worth visiting were included. Alas, Mr. Caire neglected to mention the Palm Court Jazz Cafe on Decatur Street, a wonderful spot for live Dixieland jazz.

It would've been a shame for visitors to miss this place because of Mr. Caire's carelessness. Thank goodness he has the "News Bulletin" to make up for this latest gaffe.

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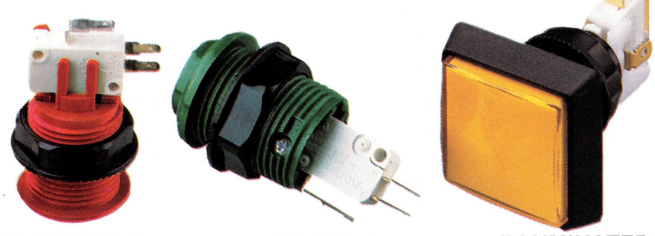

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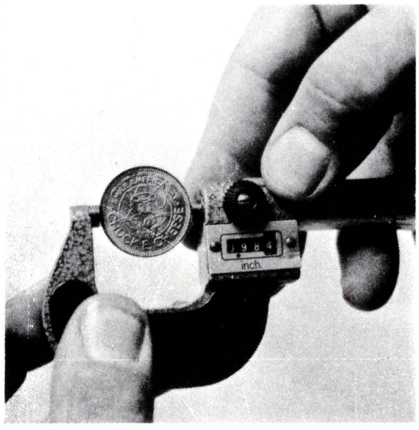

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New Orleans is a city rich in French and Spanish ancestry. Its famous French Quarter (the Vieux Carre), music, and Creole and Cajun cuisines are known the world over. Trace the colorful heritage of this uniquely European city in these pages.

AMOA Expo '90 Preview 62
You say you'd like to know all about the new games set to debut at the AMOA Expo? Even though not all companies would divulge their secrets, many shared the news in advance of the show. Expect a big choice in driving videos and lots of redemption equipment.

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COVER

Tim Jackson, Takahito Yasuki, and Rene Lopez (front row, left to right) head an experienced team at Romstar, the Torrance, Calif.-based video company known for successful conversion kits.

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EQUIPMENT POLL

Buying the right game can be a "make-or-break" proposition for the operator. This chart is based on operator evaluations and is designed to provide information needed to make prudent game purchases. The longevity points indicate a game's staying power.

VIDEO & PINBALL COMBINED

GAME	POINT VALUE	MONTHS ON CHART	MONTHS IN TOP 10
1. Pit Fighter (*Atari*)	9.00	1	1
2. Race Drivin' (*Atari*)	9.00	1	1
3. Rai Den (*Fabtek*)	8.88	3	2
4. Final Fight (*Capcom*)	8.81	9	9
5. Hard Drivin' (*Atari*)	8.68	19	19
6. Four Trax (*Atari*)	8.67	8	8
7. TMNT (*Konami*)	8.44	11	11
8. G-Loo (*Sega*)	8.38	4	4
9. Turbo Out Run (*Sega*)	8.33	18	17
10. Final Lap (*Atari*)	8.28	18	17
11. Phantom of the Opera (*Data East*)	8.25	7	6
12. Magic Sword (*Capcom*)	8.21	1	1
13. Diner (*Williams*)	8.21	1	1
14. Elvira (*Bally/Midway*)	8.00	12	12
15. Earthshaker (*Williams*)	7.84	19	19
16. Whirlwind (*Williams*)	7.81	9	9
17. WWF Super Stars (*Am. Technos*)	7.77	16	15
18. Riverboat Gambler (*Williams*)	7.71	1	1
19. Track-Pak (*Leland*)	7.65	6	5
20. Beast Busters (*SNK*)	7.63	8	6
21. All American Football (*Leland*)	7.56	11	8
22. Monday Night Football (*Data East*)	7.42	11	8
23. Operation Thunderbolt (*Taito*)	7.36	18	15
24. Cyclone (*Williams*)	7.32	19	19
25. Out Run (*Sega*)	7.26	19	14

REDEMPTION

ALLEY BOWLERS	POINT VALUE
1. Skee-Ball (*Skee-Ball*)	8.73
2. Smartball (*Smart*)	7.60

BASKETBALL	
1. Hoop Shot! (*Doyle*)	8.50
2. Shoot To Win II (*Smart*)	7.60
3. Championship Basketball (*Grayhound*)	6.80

JR. BASKETBALL	
1. Jr. All American (*Coin Concepts*)	7.60

ONE-PLAYER COIN PUSHER	POINT VALUE
1. Klondike (*Betson*)	7.40

NOVELTY/REDEMPTION	
1. Pop-A-Ball (*SMS*)	7.86
2. Knock Down (*Meltec*)	7.43
3. Wacky Gator (*Data East*)	7.11
4. Whac-A-Mole (*Bob's Space Racers*)	7.00
5. TMNT Pizza Drop (*Capcom*)	6.80

VIDEO KITS

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Rai Den (*Fabtek*)	8.88	92
2.	Final Fight (*Capcom*)	8.81	441
3.	Turbo Out Run (*Sega*)	8.33	631
4.	Magic Sword (*Capcom*)	8.21	39
5.	WWF Super Stars (*Am. Technos*)	7.77	644
6.	Track-Pak (*Leland*)	7.65	166
7.	All American Football (*Leland*)	7.56	302
8.	Cadash (*Taito*)	7.00	80
9.	Championship Sprint (*Atari*)	6.79	69
10.	Final Blow (*Romstar*)	6.75	31
11.	Combatribes (*Am. Technos*)	6.73	117
12.	Golden Axe (*Sega*)	6.72	570
13.	Champion Wrestler (*Taito*)	6.71	9
14.	RoadBlasters (*Atari*)	6.66	196
15.	Aliens (*Konami*)	6.65	156
16.	Snow Bros. (*Romstar*)	6.64	3
17.	Dr. Mario (*Nintendo*)	6.60	*
18.	Tetris (*Atari*)	6.53	232
19.	Cyberball 2072 (*Atari*)	6.53	343
20.	Baseball Stars (*SNK*)	6.50	43
21.	Gate of Doom (*Data East*)	6.44	*
22.	Arch Rivals (*Bally/Midway*)	6.40	407
23.	M.V.P. (*Sega*)	6.40	158
24.	Thunderjaws (*Atari*)	6.40	12
25.	Capcom Bowling (*Capcom*)	6.30	150
26.	DJ Boy (*Am. Sammy*)	6.20	43
27.	Crime City (*Taito*)	6.18	39
28.	Lightning Fighters (*Konami*)	6.17	*
29.	Thunder Fox (*Taito*)	6.17	*
30.	Hydra (*Atari*)	6.13	65
31.	Golden Tee Golf (*Strata*)	6.09	21
32.	U.S. Classic (*Taito*)	6.00	*
33.	Tri-Sports (*Bally/Midway*)	6.00	*
34.	Air Buster (*Sharp Image*)	6.00	*
35.	Magician Lord (*SNK*)	6.00	10

VIDEO DEDICATED

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Pit-Fighter (*Atari*)	9.00	50
2.	Race Drivin' (*Atari*)	9.00	49
3.	Hard Drivin' (*Atari*)	8.68	915
4.	Four Trax (*Atari*)	8.67	300
5.	TMNT (*Konami*)	8.44	535
6.	G-Loc (*Sega*)	8.38	178
7.	Final Lap (*Atari*)	8.28	677
8.	Beast Busters (*SNK*)	7.63	217
9.	Operation Thunderbolt (*Taito*)	7.36	502
10.	Out Run (*Sega*)	7.26	574
11.	Super Off Road (*Leland*)	7.12	790
12.	Smash TV (*Williams*)	7.04	197
13.	Cyberball (*Atari*)	6.95	165
14.	Chase H.Q. (*Taito*)	6.83	435
15.	AfterBurner (*Sega*)	6.74	252

PINBALLS

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Phantom of the Opera (*Data East*)	8.25	255
2.	Diner (*Williams*)	8.21	38
3.	Elvira (*Bally/Midway*)	8.00	498
4.	Earthshaker (*Williams*)	7.84	832
5.	Whirlwind (*Williams*)	7.81	402
6.	Riverboat Gambler (*Williams*)	7.71	33
7.	Monday Night Football (*Data East*)	7.42	316
8.	Cyclone (*Williams*)	7.32	691
9.	Rollergames (*Williams*)	7.17	154
10.	Police Force (*Williams*)	7.08	490
11.	Pinbot (*Williams*)	6.97	292
12.	Banzai Run (*Williams*)	6.90	40
13.	Back to the Future (*Data East*)	6.87	17
14.	Taxi (*Williams*)	6.79	497
15.	Bally Game Show (*Bally/Midway*)	6.63	129

FROM THE EDITOR

Have you earned your sleep?

"Once you've earned a reputation as an early riser, you can sleep 'til noon."
—An Irish proverb

My husband, his mother, his father, and his five brothers and sisters are all early risers. I know that many weekend days, Russell is long-gone before I even wake up. In fact, I think he is up, dressed, and gone before the sun comes up!

Since he is from a family of early birds, I get very little sympathy when I complain that some phone call woke me up at a mere 11 a.m. My mother-in-law even presented me with a plaque that reads: "I'd enjoy the day more if it started later."

Now I'll admit that I have made an honest, or at least made *an* effort to make the weekend last by getting up early. I remember that day well. We were going to go to the bank, eat breakfast, and then visit my mother-in-law. OK, plans made, we start out. Too early for the bank, and we can't go eat because we have no money yet.

We decide to visit his mom, who sends us off to rescue one of my husband's sisters whose car has broken down. We start off, only to run out of gas. (We were going to fill it up after going to the bank.) We call my father-in-law who brings us some gas so we can go get my sister-in-law.

"Honey," I ask, "is this what I have been missing all this time? If it is, then I can honestly say that I will sleep 'til noon next weekend with a good heart!"

Things have changed a bit since school started. My 15-year-old daughter is going to a new school just a few miles from my office, so I drop her off in the morning. My husband, who works on the river and is home for a week and at work for a week, doesn't *have* to get up early to do anything useful on his week home, so he has been sleeping late.

Even though I have caught him still snoozing way past nine, it isn't like he's *really* a late sleeper because he has a reputation of being an early riser. He could sleep 'til noon every day and still not alter his established image. Here I am leaving my house at 7 a.m., which means I'm up pretty darn early, but I will always be known as a late sleeper.

Our industry established a reputation many years ago that is very difficult to change. Although we are making considerable strides toward respectability, that old image still rears its ugly head occasionally. A reputation is defined as "overall quality or character as seen or judged by people in general." As you can see, it doesn't necessarily have to be true—just what people judge it to be.

At the recent North Carolina state show, the association board announced that it was taking a firm stand against 8-liner machines. Pretty bold for an association. Why? "If we don't police ourselves, we get policed," the board explained.

How true that is. Although there is not a problem in the state with the machines right now, there is a lot of concern that claiming the machines are for amusement only is stretching the truth just too much. Operators know that once they get the reputation of trying to skirt the law, it will stay with them a long time.

I think we all have to remember that each one of us is but a part of a total package called the coin-machine industry. Each of our reputations adds to the collective judgment from the public in general. So let's all work together and for heaven's sake, start getting up a little earlier! □

Valerie Cognevich

Valerie Cognevich
Editor

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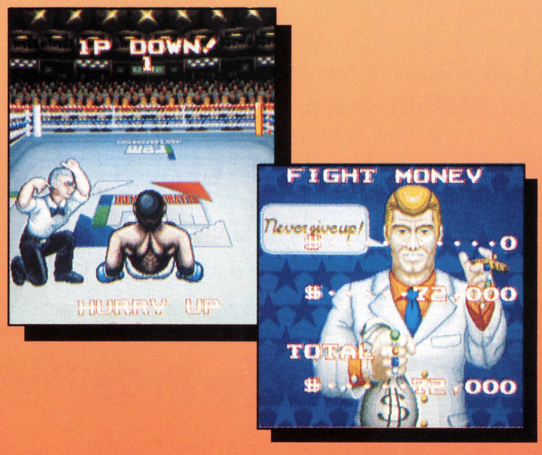

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Revamped Atari board meets

The recent meeting of Atari Games' board of directors was more significant than most, for it marked the first under its new corporate structure with only one major shareholder, Time-Warner Inc. In July, Atari Games re-purchased its shares from Namco Ltd. and discontinued their association.

After reviewing corporate plans, the new board was elected. Named from Atari Games were Hide Nakajima, president; Dennis Wood, general counsel; Dan VanElderen, Tengen (Atari subsidiary) senior vice president; and Robert Sheffield, CFO.

In addition, five Time-Warner executives were named: Martin Payson, vice chairman and general counsel; Geoffrey Holmes, senior vice president; Ed Hamowy, senior vice president; Robert Pittman, president of Time-Warner Enterprises; and Mark Mizner, CFO of Time-Warner Enterprises.

Atari Games will continue as an independent company in terms of corporate policies and decision-making. Said Nakajima, "As Time-Warner is a leading entertainment corporation, we look forward to having them involved with our business to take advantage of any joint entertainment opportunities that will benefit both companies."

New video poker bill in Pennsylvania

The Pennsylvania Amusement and Music Machine Association's (PAMMA) new video poker bill, S.B. 1136, has been approved by a majority of the House Finance Committee. As we went to press, it was pending before the House Appropriations Committee.

PAMMA is working diligently to secure the necessary votes in the Appropriations Committee, as well as the full House of Representatives. The association urges every member to contact his or her representative/senator and urge support for the measure. A vote isn't expected before mid-November.

In other news concerning Pennsylvania, this fall the Pittsburgh City Council will consider an ordinance proposed by Mayor Sophie Masloff to require that cigarette vending machines be modified to operate only with tokens, available for purchase on the premises. Exempted are businesses licensed by the Liquor Control Board, in private clubs, and in workplaces not accessible to the public.

PAMMA reports that the bill appears to have the support of a majority of the council; a vote is expected soon.

Atari names Stewart

Robert Stewart has been promoted to director of manufacturing for Atari Games, where he will oversee all production operations for the California factory. Stewart, an Atari employee for over nine years, is familiar with all aspects of operations, having been acting manufacturing director for the past 18 months.

"In this industry, it is critical that we react quickly to market conditions," Stewart said. "We take pride in the fact that we are able to ramp-up according to demand while maintaining a high level of quality control in our games. Right now, we have two very hot products on the line. We are running two shifts to get the first thousand out the door as quickly as possible."

Said Hide Nakajima, president of Atari Games, "We are quite fortunate to have someone of Bob's caliber heading up our factory, as our sales success is directly tied-in to how quickly and efficiently we can respond off the manufacturing line."

New numbers for Doyle

Due to expansion of its corporate office, Doyle & Associates Inc. now has new phone and FAX numbers: (813) 366-3735 and (800) 237-2254; FAX (813) 366-5197.

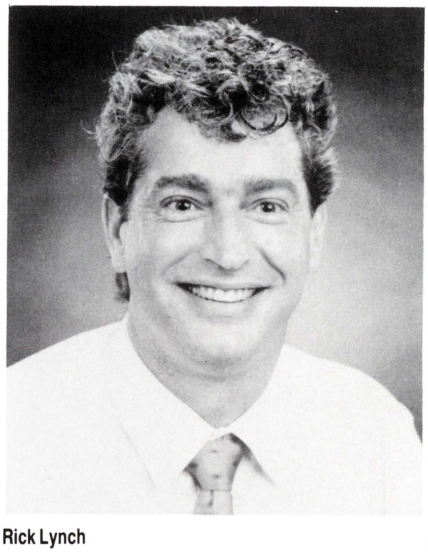
New distributor in California

Rick Lynch, known throughout California for running numerous promotions, has opened a new distributorship called, appropriately, Lynch Distributing of California. Some of his previous promotions include the L.A. Open 1 & 2, California Classic, Western Shootout, Telephone Challenge, Cactus Classic, and Beat-the-Champ.

Lynch Distributing's focus is on league-oriented sporting games, such as Valley's *Cougar Dart* machine and Amazing Games' *Powerkick* soccer table. Lynch chose this type of equipment because of the low initial investment required by operators, its steady income, and the lack of having to move it from location to location.

"Promotion of these and other games is the key to success in the '90s," Lynch said. "Lynch Distributing has a full line of promotional ideas and materials to help operators organize and run leagues from start to finish. In addition, factory support from Valley Recreation Products and Amazing Games is readily available to the operator."

The company's address is 3139 Guilitoy Ave., San Diego, CA 92117; the phone number is (619) 273-1028.



Rick Lynch

AMOA-Notre Dame dates changed

The dates for the first session (Group 5) of AMOA's Notre Dame Executive Development Seminar have been changed to Nov. 24-27; it was originally slated for Nov. 17-20. The program, designed specifically for AMOA member company owners and top managers, is conducted at Notre Dame University by Dr. C. Joseph Sequin and other Notre Dame instructors.

The program focuses on specific coin-op industry management issues, including accounting, marketing, finances, budgeting, law, strategic planning, taxation, and human resource management. There are also group assignments; participants are given a "homework" project to complete during the session.

For more information, call Randy Chilton of Chilton Vending at (316) 262-3538, or AMOA's Fred Newton at (312) 565-4602.

Blattspieler joins Irem

Steve Blattspieler, most recently the vice president of marketing and sales for Midway Manufacturing, is now the vice president of sales for Irem America Corp. Said Irem head Frank Ballouz, "Steve's extensive sales background throughout the world market, along with his knowledge of product development, will make him a welcome player on our winning team."

Judge rules in favor of A & P

A federal judge has declined to set aside an earlier ruling in favor of Atlantic & Pacific Amusement Corp. and Myron Sugerman in their ongoing case against Yamate. Judge Harold Ackerman had been asked by Yamate to vacate, or set aside, the ruling he made on March 6, 1990.

"My attorney, Kenneth Biebelberg, had said to wait for the court's ruling, not for Yamate's predictions or perceptions," Sugerman said. "We were correct."

The next court hearing is scheduled for Nov. 19.

U.S. Rep. Henry Hyde, R-Ill., paid a visit to American Vending Sales on Aug. 13. After lunching at the company's facilities, Hyde spoke on the importance of the vending industry to the U.S. economy. Pictured, (l-r): Patrick Durante, Hyde's executive assistant; Hyde; and American Vending Sales' Vince Gumma and Frank Gumma Jr.

Plateau files for Chapter 7

According to a notice from the U.S. Bankruptcy Court, Eastern District of Tennessee, game cabinet manufacturer Plateau Inc. has filed for bankruptcy under the Chapter 7 provision.

Akron facing tougher cigarette ordinance

The Akron, Ohio, City Council has updated its ordinance regarding "clean indoor air," a move that places new restrictions on the placement of cigarette vending machines. According to the ordinance, "In order to protect minors from tobacco products, the city of Akron shall enforce the banning of any tobacco vending machines, except in controlled situations. Uncontrolled situations include unmonitored hallways, foyers, entrances, etc."

Akron health director C. William Keck, M.D., said, "This ordinance is an effort to provide local support for Ohio's state law, which prohibits the sale of tobacco products to minors under the age of 18. We are all responsible for the health and welfare of our children.

"Hopefully, this change will greatly reduce the sale of tobacco products to minors and no further actions will be necessary to control this avenue of accessibility. It is important that all cigarette vending machines be quickly and properly relocated in controlled areas, where necessary."

Judy Martin, executive director of the Ohio Coin Machine Association (OCMA), says operators in Akron—and the state as a whole—are concerned that this may be the tip of the iceberg.

"They see it as one more step toward a total ban on cigarette vending machines," Martin said. "Every time they turn around, it seems there's something else. A cigarette ban would be a really big loss to a lot of our operators, because cigarette machines comprise a large part of their routes.

"The distressing thing is the council passed this update all of a sudden, without any notice to operators. Consequently, they didn't have a chance to present their side."

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Then there's Race Drivin's life-like 3-D graphics, incredible handling, and true cockpit-style controls. All of which will leave you speechless, too.

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Davidson appointed by Data East USA

Darl Davidson has been named Data East USA's new vice president of operations. He brings more than 15 years of experience to the job, including customer and technical service positions at Atari, Ford Aerospace, National Semiconductor and, most recently, Sega Enterprises.

As vice president of operations, Davidson will oversee facility management of Data East's 60,000-square-foot corporate headquarters and warehouse in San Jose. He will also be responsible for directing production for the company's coin-op division.

"Darl Davidson brings to Data East a unique combination of electronic engineering and customer service experience that will enhance the company's objectives in the coin-op area," said Joe Keenan, president of Data East USA.

Awards show line-up set

Here's the scheduled list of performers for the AMOA Expo Awards Show on Oct. 26: The Everly Brothers, Travis Tritt, The Commodores, and The Texas Tornados. Kenny Rogers, The Everly Brothers, and The Commodores will also receive awards for being inducted into the Jukebox Legends Hall of Fame.

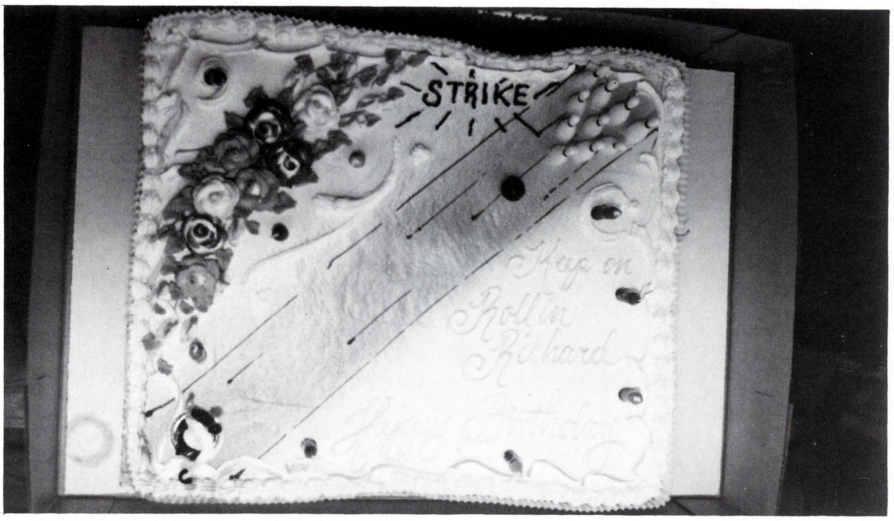
Bell convicted

John Bell of Bell's Music Co. in Vicksburg, Miss., who has been engaged in a protracted legal battle over illegal video poker machine pay-offs, has been convicted of racketeering charges and sentenced to four years in prison. He was also fined $15,000.

Bell will be eligible for parole in a year. He has been released on an appeal bond.

It's a boy!

Congratulations to Taito America's Natalie Kulig and her husband Gene for the Sept. 1 birth of son Zachary Alexander, who weighed in at 7 pounds, 9 ounces.



This attractive birthday cake with a bowling theme, replete with a bowler gunning for a strike, was presented to Incredible Technologies' co-founder/president Richard Ditton by his staff. Why bowling? Richard was the designer and programmer of IT's popular new video game, *Strata Bowling*.

Namco-America enters market

AMOA Expo attendees interested in video games should keep an eye out for product from Namco-America Inc., a wholly owned subsidiary of Japan's Namco Ltd. Having relocated into new facilities in August, Namco-America is prepared to bring a full range of coin-op amusement games to the market.

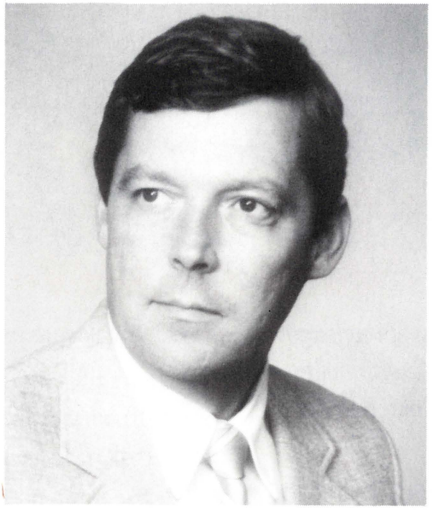
The company will show *Final Lap II*, a two-player, sitdown driving game; *Steel Gunner*, a two-player shooting video; and at least one new kit.

Namco Ltd. dissolved its financial interests in Atari Games Corp. in July. The restructured Namco-America now has the following officers: Masaya Nakamura, chairman; Masahiro Tachibana (from Namco Ltd.), president; Kevin Hayes, vice president of coin-op; Jerry Shaevitz, vice president of administration; Joanne Anderson, director of marketing and sales; and Kiyohiko Suzuki, sales manager.

Namco-America is the holding company for two divisions—Namco Operations and Namco Hometek—and a soon-to-be third one, Namco Games.

For more information, Namco-America Inc., 3255-1 Scott Blvd., Suite #102, Santa Clara, CA 95054-3031.

Trucano: ready for the challenge



Jim Trucano

Jim Trucano of Collins Music Co. in North Charleston, S.C., who will assume the position of AMOA president during the AMOA Expo in New Orleans, says he's anxious to take over the helm.

"I'm really looking forward to it," he said. "My two main goals as president are to increase operator awareness throughout the country and to provide continuity in AMOA's many programs."

The other key new officers are Gene Urso of Madison Coin Machine Co. in Madison, Wis., first vice president; Craig Johnson of TATAKA in Salt Lake City, Utah, treasurer; and R.E. Green III of Rosemary Coin Machines Inc. in Myrtle Beach, S.C., secretary.

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Nintendo honored

The Parents' Choice Foundation, a consumer group founded in 1978 to provide parents with information for raising their children, has given its prestigious "Seal of Approval" to Nintendo for four of its consumer game titles: *Tetris, Dance Aerobics, Anticipation,* and *Zelda II—The Adventure of Link.*

According to Parents' Choice president Diana Huss Green, the four titles were honored because they displayed "high quality, intelligent design, attractive graphics, the ability to hold a player's interest, and positive human values." The organization chose the games "in an effort to help parents select good video games for the holiday season."

Said Nintendo vice president of marketing Peter Main, "We are quite pleased with the recognition from the Parents' Choice organization. Nintendo has a strong belief in the positive benefits that video games offer children. We are committed to expanding this potential for benefit in our future product development."

Flanking *Bozo Basketball*, (l-r): Professor Andy, Cookie, Wizzo, and Bozo the Clown.

Bozo Basketball comes to TV

Design Plus Industries' *Bozo Basketball*, a youth-sized basketball game, is making its television debut on—what else—"Larry Harmon's Bozo Show" on WGN-TV, Chicago. The program, which has been on the air since 1959, reaches over 35 million homes daily.

"We're excited about the WGN debut," said Diane Seibert, vice president of Design Plus Industries. "WGN is the home of the longest-running Bozo syndication, so it's really neat that our game is part of it. They (Larry Harmon Picture Corp.) found out about the game through word of mouth."

Bozo Basketball, released in 1989, will become a standard part of the show. Said Seibert, "I could see lightbulbs going on in the minds of the characters and producers. They were really excited about all of the possible ways to incorporate the game as a regular feature."

On the green, (l-r): Steve Epstein of Broadway Games, Paul Wiederaenders of Capcom USA, Bob Boals of Betson, and Chris Brady of Dynamo.

Representing the Hospital for Tomorrow's Children, (l-r): Dr. Michael Harris, Lynn Hoffman, and Gail Chirico.

Teeing it up for a good cause

H. Betti Industries staged the first Lou Avoglia Memorial Golf Tournament on Sept. 17—and in the process raised over $50,000 for the Tomorrow's Children Institute. The event was held in honor of Avoglia, who worked for H. Betti for 43 years before passing away.

Seventy-two golfers took part in the tournament, held at the Basking Ridge Country Club in Basking Ridge, N.J. Some 110 people attended the evening's banquet, which featured a speech by former New York Giant All-Pro George Martin. He's honorary president of the Tomorrow's Children Fund.

Said H. Betti's Joe Cirillo, the tournament emcee, "This tournament was so successful that we hope to make it an annual event. We received tremendous support from the music and game manufacturers. I'd like to thank them all. A special thanks goes to Capcom, which donated $15,000 to the charity."

IF YOUR VS. SYSTEMS ARE ACTING SLUGGISH, CALL IN A SPECIALIST!

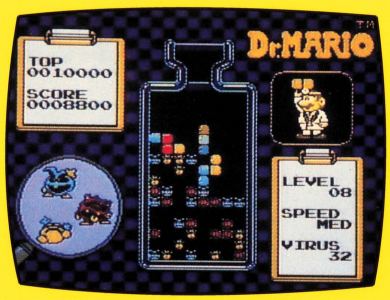
NEW

Introducing VS.

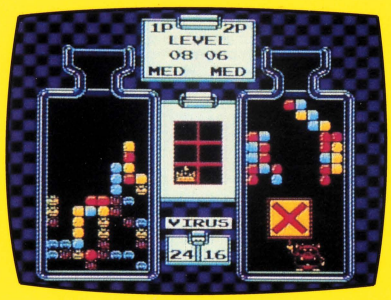
Dr. MARIO

He's got the remedy for your VS. System.

Dr. Mario—with germs that are fun to catch.



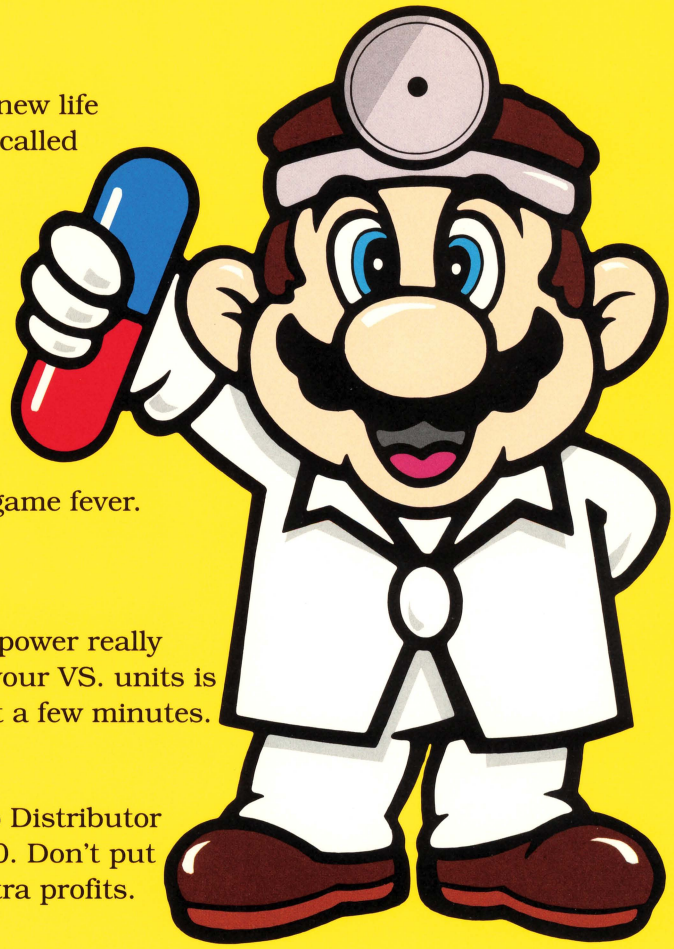
When all the viruses are destroyed, Dr. Mario advances to a more challenging round.



Players compete to match colors on the vitamin capsules as they fall.

Nintendo has just the prescription to pump new life into your VS. systems—a brand new release called Dr. Mario.™

The object is to help Dr. Mario destroy a nasty bunch of viruses by lining up appropriate combinations of vitamins. It's great fun for both one or two players. The action is intense as opponents choose their own level of skill. And you can be sure that players all over the country will be lining up to give it a try. So you'll be riding high on the first surge of game fever.



Rarely does a low-powered game provide such high-powered excitement.

Dr. Mario is such a great game concept that power really isn't an issue. And installing Dr. Mario into your VS. units is the easiest yet—you can do it yourself in just a few minutes.

Give your earnings a shot in the arm.

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Jukebox month reminder

Jukebox operators, don't forget that November has been declared "National Jukebox Month" by AMOA, which has organized this promotion with record companies Polygram and RCA. Themed "Jukebox Celebration—Volume 1," the promotion will be offered to operators in two formats: a "pop classics" package from Polygram and a "country classics" package from RCA. Both will be available in 45 rpm and CD formats.

Following are the 14 featured songs and artists (seven from each format), along with the B-sides:

- Sh-Boom/Earth Angel (The Crewcuts)
- Only You/The Great Pretender (The Platters)
- You've Lost That Lovin' Feelin'/You're My Soul & Inspiration (The Righteous Brothers)
- Papa's Got A Brand New Bag/I Feel Good (James Brown)
- Wooly Bully/Li'l Red Riding Hood (Sam the Sham & the Pharaohs)
- Ramblin' Man/Jessica (Allman Brothers)
- You Ain't Seen Nothing Yet/Takin' Care of Business (BTO)
- Please Help Me I'm Falling/You're the Reason (Hank Locklin)
- Make the World Go Away/I Want To Be With You (Eddie Arnold)
- Welcome To My World/I Guess I'm Crazy (Jim Reeves)
- The Easy Part's Over/The Right To Do Wrong (Charley Pride)
- The End Of The World/I Can't Stay Mad At You (Skeeter Davis)
- I've Been Everywhere/Ancient History (Hank Snow)
- Abilene/Oh So Many Tears (George Hamilton IV)

A "Jukebox Celebration" package includes posters, table tents and, for the 45 rpm configuration, special title strips. Operators can get them from their local one-stops. Polygram and RCA are producing special compilation CDs with these songs.

Sam Atchley, AMOA's record label liaison, is coordinating the package with AMOA, the record labels, and Pittsburgh-based Sterling Title Strip.

Wedges and Ledges, Betson join forces

Steve Shoemaker of Wedges/Ledges and Robert Betti of Betson Enterprises announce that their companies have entered into an agreement whereby Betson will market Wedges/Ledges' skill coin pusher throughout the United States.

Anyone seeking information on the Wedges/Ledges skill coin pusher may contact Betson at (800) 524-2343 or any of its authorized distributors.

The *Challenger* crane line is available from Shoemaker.

Jim and Jeff Spinello, owners of The Game Station in Pleasanton, Calif., previewed Atari's *Pit-Fighter* in a novel way. The carton "exploded," revealing the game to customers. As C.A. Robinson's Tom Campbell said, "These two gentlemen know how to promote their product!"

AMOA '90 SCHEDULE

Exhibit Hours:

Thursday & Friday, 10-5; Saturday, 10-4

Seminars:

Thursday, 7:30-9:30 a.m.: Cigarette Vending Development Breakfast, hosted by R.J. Reynolds (invitation only).

Thursday, 9-11:30 a.m.: The Future of Pinball; Equipment Budgeting; Dart & Pool Leagues; Jukebox Firing Line; Customer Service.

Thursday, 2-4 p.m.: Redemption: The Best Is Yet to Come; How a Small Operator Can Keep the Competitive Edge; Monitor Repair; Upscale Billiard Centers: Hottest Trend of the '90s; Family-Owned Businesses; The New Jukebox Licensing Agreement (to be repeated on Saturday).

Friday, 2-4 p.m.: Game Conversions: Painless and Perfect; Location Profit Analysis; Video Gaming Amusement Equipment; The Future of Music: Vinyl, CD, and Video Jukeboxes; How to Find and Keep Good Employees and How to Deal with the Problem Employee.

Saturday, 9-11:30 a.m.: Computers for the Novice; The New Jukebox Licensing Agreement; Maximizing Income Through Correct Game Adjustments, Performance Management: How to Plan and Achieve in Your Business; Pinball Technical Seminar.

Atlas Distributors hosts "Re-Con" Open House

Lee Ivory (r), Atlas Re-Con manager, with Re-Con technician Dean Manso.

Atlas' Bob Druga (c), vending sales manager, explains the new Rowe vendors to Angelo Dellorso and Lisa Liberatore of Canonsburg Amusements and Vending.

Over 35 vending operating companies were represented at the recent grand opening of Atlas Distributors' newest division, Atlas Re-Con. The 3,300-square-foot facility is located next to the company's warehouse in Pittsburgh.

"This is a facility dedicated to the remanufacturing and sale of used vending equipment to the vending customers in our marketplace," said Lee Ivory, manager of Atlas Re-Con. It is the brainchild of Bob Druga, vending sales manager, and Jim Wittler, vice president/general manager, who determined that there was an untapped sales potential for quality reconditioned equipment.

"It took us four months to find the space and build the shop," Druga said. "From the reaction of all who visited our open house, it looks like our idea is going to pay off." Added Wittler, "We took some orders at our open house and really enjoyed talking shop with our good vending customers."

Among the manufacturers represented were Lou Bruzzano and Greg Scarnecchia of Rowe International, Al Gossman of Coin Acceptors, and Tom Molz of Mars Electronics. □

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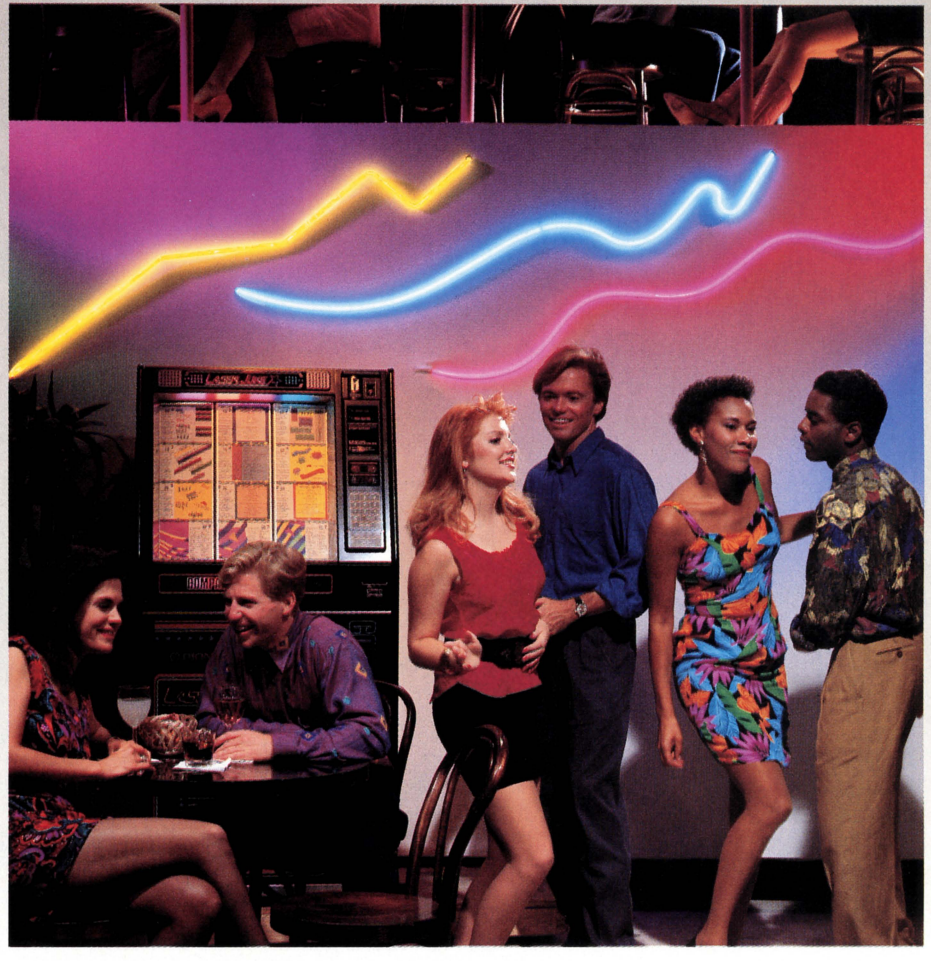

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Norwood, MA
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Hillard, OH
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General Coin
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Wilkes Barre, PA
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Equipment Poll changes and other thoughts

It's been 19 months since we instituted our new Equipment Poll, a mixed blessing for the coin-op amusement industry. Few manufacturers are ever completely satisfied with the poll, unless their game is in the Top 10. Everyone, and I mean everyone, checks it out to see who's in "that number."

Operators look to the poll for help in deciding which games to buy. Manufacturers look to the poll hoping their newest baby has hit it big. Distributors don't have to look at the poll; they have only to check their warehouse for an instant read on supply and demand.

Manufacturers call and complain that their games are too good to be in the cellar. Typical remark: "But this is our *best game ever*; it's revolutionizing the coin-op world. I can send you collection reports to prove it!" We can only respond that the poll reflects the entries of operators who fill it out—and their experience only.

Often a game does not have full distribution—it's not on the street in large enough numbers to be reflected in the poll results. Patience is needed in this case; let the market absorb the game before hitting the panic button. Contrary to some notions, there is no "monkeying around" with the poll. There are no adjustments made in favor of any game or any company.

When I think about the proliferation of games today, I am reminded of a great line from a classic movie about Hollywood life, "The Bad and the Beautiful." In the film, a tarty starlet says, "There are no great men, buster. There's only men." It's the feeling of many operators that there are no great games now (with rare exception), there's just a lot of games.

Manufacturers keep pumping out rehashes of old themes and expect them to sell. The truth is that new game purchases are made cautiously, if at all. Older games keep appearing on the poll because small and medium-sized operators still have plenty of them. New games usually earn well at first; it's our longevity points that provide an accurate picture of how well a game stands the test of time. When you're thinking ROI, longevity is top priority. It may be better to buy a used, proven game of recent vintage than to risk money on an unknown newcomer.

There are some changes afoot for our Equipment Poll. The ballot will no longer appear in the magazines sent to operator subscribers. All ballots will be sent directly to operators. Those who respond regularly and include their return addresses will receive our new Play Meter T-shirt as a thank you.

The ballot itself will feature a more comprehensive listing of equipment other than video and pinball. New video game listings will have a spot for scoring each one as A—"will buy several," B—"will not buy any more," and C—"wish I hadn't bought." This will provide a better feel for the newest games to hit the market.

Poll results will also be in a different configuration. Our Top 50 listing combining video and pinball becomes a Top 25; the Video Dedicated goes from 15 to 25 listings; and Video Kits jump from 25 to 35 listings. Pinball stays pat at 15. Other game categories will appear, based on responses.

The poll is just one of many factors that go into the game purchasing equation. Combining past business experience, input from other operators, and recommendations from a respected distributor should narrow the field for an informed choice. Then check in the classified section for a revealing look at used game prices.

The best way to have an accurate poll is for every operator to take the time to fill it out and send it in. The few short minutes will make a big difference in how well the poll reflects today's market. Every operator who sends in the poll will be helping himself and fellow amusement businessmen.

We also invite our readers to fill out our Reader's Response page to let us know your observations and concerns. The more feedback the better; it enables us to provide the information you need in your day-to-day business. We're waiting to hear from you. □

Bonnie Theard

Bonnie Theard
Managing Editor

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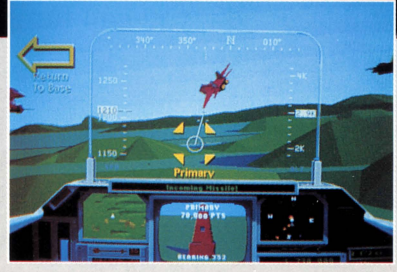

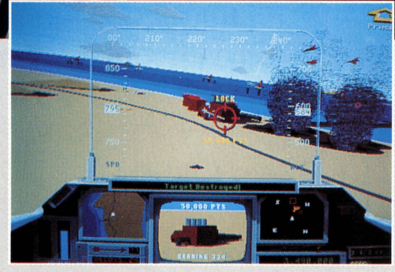

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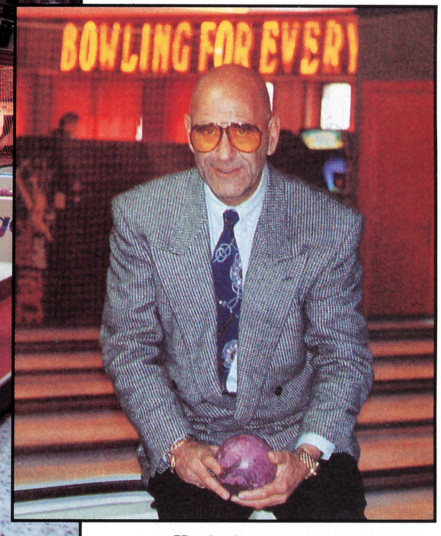

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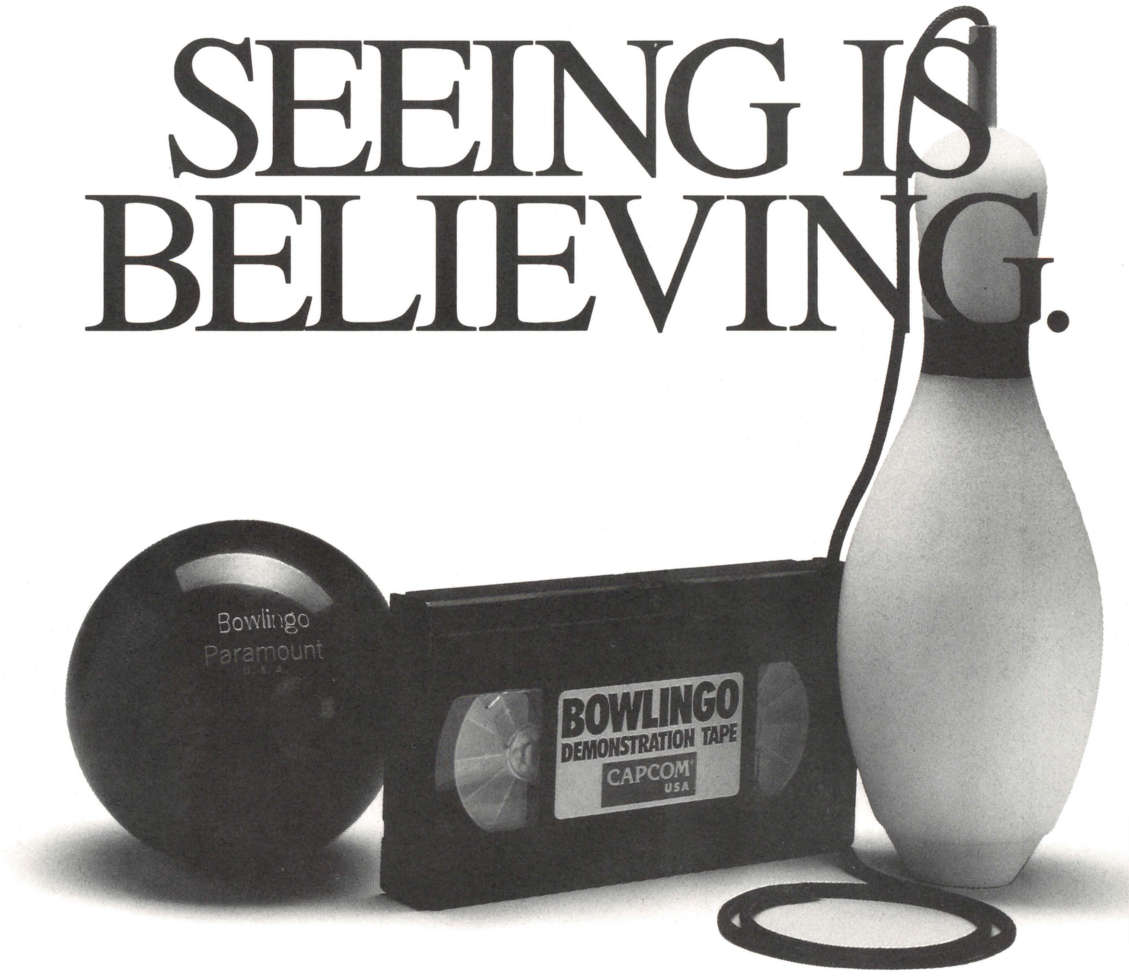

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HOT SINGLES

TITLE Label & Number/Distributing Label	ARTIST
1. Love And Affection DGC4-19689	Nelson
2. Close To You Charisma 4-98951	Maxi Priest
3. Release Me SBK 07327	Wilson Phillips
4. Blaze Of Glory Mercury 875 896-4	Jon Bon Jovi
5. Praying For Time Columbia 38-73512	George Michael
6. Something Happened On The Way To Heaven Atlantic 4-87885	Phil Collins
7. Do Me MCA 53848	Bell Biv Devoe
8. Thieves In The Temple Paisley Park 4-21598/Warner Bros.	Prince
9. Oh Girl Columbia 38-73377	Paul Young
10. My, My, My Motown 2033	Johnny Gill
11. I Don't Have The Heart Warner Bros. 4-19911	James Ingram
12. Heart Of Stone Arista 2057	Taylor Dayne
13. Romeo Island 878 012-4	Dino
14. Can't Stop Virgin 4-98961	After 7
15. Everybody Everybody RCA 2628	Black Box
16. Ice Ice Baby SBK 07335	Vanilla Ice
17. Unskinny Bop Enigma 44584/Capitol	Poison
18. Have You Seen Her? Capitol 44573	M.C. Hammer
19. Unchained Melody Verve 871 882-7/Polydor	The Righteous Brothers
20. Policy Of Truth Sire 4-19842/Reprise	Depeche Mode

COMPACT DISCS

TITLE Label & Number/Distributing Label	ARTIST
1. Please Hammer, Don't Hurt 'Em Capitol C2-92857	M.C. Hammer
2. Wilson Phillips SBK 93745	Wilson Phillips
3. Mariah Carey Columbia 45202	Mariah Carey
4. Blaze Of Glory Mercury 846734	Jon Bon Jovi
5. Poison MCA 6387	Bell Biv Devoe
6. Graffiti Bridge Paisley Park 27493/Warner Bros.	Prince
7. Flesh And Blood Enigma 91813/Capitol	Poison
8. Soul Provider Columbia CK 45012	Michael Bolton
9. Compositions Elektra 60922	Anita Baker
10. Empire EMI 92806	Queensryche
11. I'll Give All My Love To You Vintertainment 60861/Elektra	Keith Sweat
11. I'm Breathless Sire 26209/Warner Bros.	Madonna
12. Step By Step Columbia 45129	New Kids On The Block
13. Violator Sire 26081/Reprise	Depeche Mode
14. The Real Thing Slash 25878/Reprise	Faith No More
15. Ghost Varese Sarabande 5276/MCA	Soundtrack
16. Time's Up Epic 46202	Living Colour
17. ...But Seriously Atlantic 82050-2	Phil Collins
18. After The Rain DGC 24290/Geffen	Nelson
19. Johnny Gill Motown 6283	Johnny Gill
20. Stick It To Ya Chrysalis 21702	Slaughter

Romstar makes it happen

When you think of Romstar, you can't help but think of some of the most popular conversion kits that came out at a time when the industry needed them. The company is relatively young—five years old—but it would be hard to envision the industry without it.

Takahito Yasuki, Romstar's president, began his industry career traveling the United States as the marketing director for SNK Japan. When SNK U.S.A. opened in 1982, Mr. Yasuki was named its president and moved to the United States. He soon developed a keen sense of the American market and felt that SNK was limiting itself by confining its efforts to SNK products alone.

He felt that for a company to be successful, it should offer a bigger variety of games than he had been seeing from one company alone. In June 1985 Mr. Yasuki and a group of Japanese investors bought the assets of SNK U.S.A. and formed Romstar to expand its product line, license new games from other companies, and perhaps market games from other manufacturers.

Mr. Yasuki's plan was right on target. The company soon shot to stardom with a smorgasbord of games. Romstar could see that conversion kits were in high demand since operators were struggling to get their businesses back on track after the video bust. Romstar was there with the product they wanted.

But Romstar was never a company to limit itself to any one product or idea.

L-r: Tim Jackson (sales manager), Takahito Yasuki (president), and Joyce Kaehler (national sales director-consumer.)

L-r: Hugo Reyes (inventory control), Darryl Williams (senior technician), Tony Gonzalez (customer service), and Carlos Gomez (warehouseman.)

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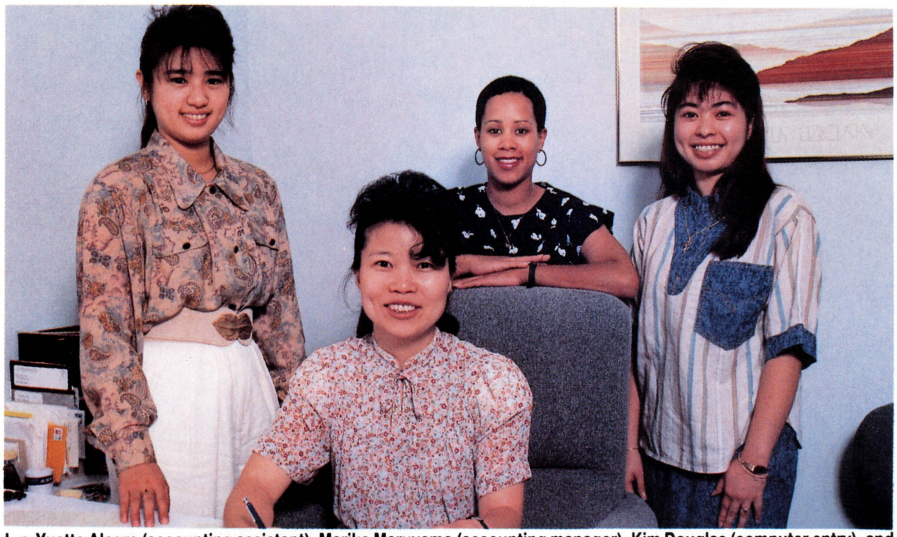
When the market began demanding dedicated games again, Romstar was ready to offer them. Romstar prides itself on keeping on top of market trends and never resting on past successes. Mr. Yasuki emphasizes, "I look forward to working with software and development companies to be prepared for the ever-changing video game market."

The Romstar staff is as consistent as its product line. Sales manager Tim Jackson has been at his position for seven years. "I have a lot of respect for Mr. Yasuki's philosophy on how to be a success. He believes that we have to offer operators quality product at the right price and that has been our goal," he said.



L-r: Yvette Alegre (accounting assistant), Mariko Maruyama (accounting manager), Kim Douglas (computer entry), and Maribel Mendoza (accounting assistant.)

"Mr. Yasuki's plan was right on target. The company soon shot to stardom with a smorgasbord of games."

L-r: Annie Oasay (receptionist), Audrey Smith (parts/customer service manager), Heh-Kyu Lee (purchasing/traffic manager), and seated, Helen Ota (credit manager.)

Rene Lopez, the vice president of marketing and sales, has a long industry history and puts his experience—from technical to sales—to good use. "How do I convince the operators that Romstar has a game to suit their needs in the street? I try to do things to make it happen. I have the magazine, I have my distributors, and I have confidence in my product. We have a reputation that operators trust," he said.

Romstar built its reputation on high-quality games and the company will continue to live up to what its customers expect. At last year's ACME, Romstar offered *Snow Bros.*, a refreshingly non-violent game that is reported to be a consistent earner, much like its *Bubble Bobble* game.

What will Romstar be showing in its booth? While lips were sealed as we went to press, Tim was willing to admit that there will be two or three new games at the show. It's certain that a trip over to the Romstar booth will prove to be time well-spent. □

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Play Meter's second State of Industry report

Play Meter's Ralph Lally introduced the second State of the Industry report by pointing out that it was important to keep an eye on what the manufacturers were doing. "While it is important to keep a close eye on what's happening at the grassroots level of this industry, it's just as important to take a close look at what's going on at the manufacturing level. After all, by their very nature, the manufacturers to a very large degree, influence the overall success of the industry. This issue takes a long hard look at the dilemma facing manufacturers today. The problems of complacency, innovation, licensing, and copying are all dealt with first hand," said Lally.

As if giving advice that would apply to the future, Lally said, "Manufacturers can do their part by becoming less complacent and relying heavily upon their own research and development programs. They must resort to bolder design concepts and imaginative ideas in all areas. All too often a manufacturer has been lulled to sleep by the success of one or two games. To continue to thrive this industry needs a continuous supply of fresh ideas."

Gary Stern, who through his company, Stern Electronics, was in the singular position of heading the only U.S. company to manufacture coin-op pinballs, videos, and phonographs (with Stern's purchase of Seeburg). Gary was Play Meter's "Coin-man Interview" 10 years ago. He said, "You've got to remember that we are in a business of peaks and valleys. We are in a style business, so it's not unusual for one item to become more popular than another when they first come out. But there is only so much money to be spent on games, and only so many spots on a route to fill." How right he was for then and now!

In the State of the Industry report, the top games for the years included (pinballs) *Firepower, Gorgar, Space Invaders, Flash, Meteor, Silverball Mania, Galaxy, Stellar Wars, Big Game,* and *Globetrotters.* The top 10 videos were *Asteroids, Galaxian, Space Invaders, Astro Fighter, Deluxe Space Invaders, Rip Off, Monaco GP, Tailgunner, Missile Command,* and *Atari Football.* The report showed that video games were averaging $102 per week, pinballs $63, and phonographs $50.

In the news the Copyright Office was vowing to crack down on unlicensed jukeboxes (132,266 were registered compared to 136,000 the previous year); Allied Leisure, with a fresh supply of financing, became Centuri; Bill Nemgar joined Valley as a consultant to promote Valley's National 8-Ball League Association; the Federal Communications Commission proposed regulation on noise standards for things like video games; Stern welcomed back a large majority of previous Seeburg distributors after its Seeburg buy-out; new solid-state vending machines were discussed at the NAMA show; and Lou Nicastro was named president and chief operating officer of XCOR.

Roger Sharpe rated four games in his "Critic's Corner" column, including Williams' *Scorpion*, Gottlieb's *Star Race*, Stern's *Star Gazer*, and Bally's *Viking*. All but *Viking* received ### out of ####; *Viking* got a ##.

Videos were rapidly catching up with pinballs in new product introductions. In November 1980, Play Meter's "New Product" section featured NSM's *Prestige ESII*, Midway's *Extra Bases*, Rock-Ola's *Grand Salon II*, Stern's *Flight 2000*, Centuri's *Eagle*, *Magical Spot* from Universal, *James Bond* from Gottlieb, Williams' *Alien Poker*, and *Space Encounters* by Midway. □

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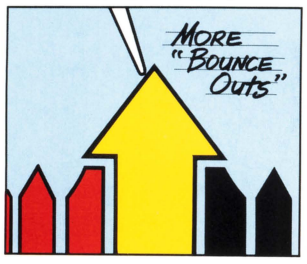
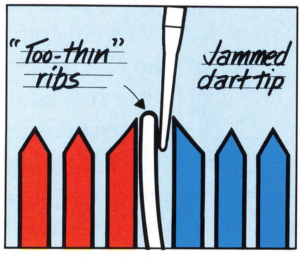


Spider overpowers appearance. More darts hit spider.

SKINNY SPIDER



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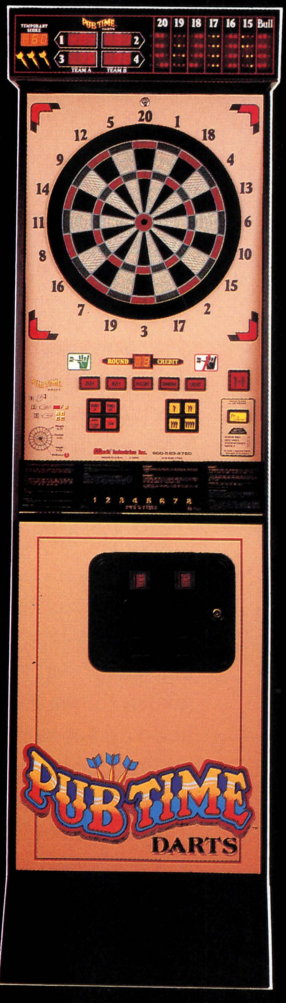
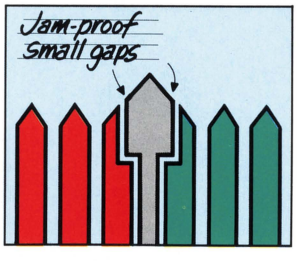


SCORPION LEADS THE WAY



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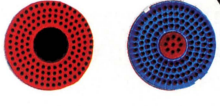

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Finding a niche by filling a need

No one said it would be easy to be successful in the coin-op industry. But that was OK with the founders of I-VICS, who weren't looking for the easy way. What they had in mind was working to find a niche that wasn't being filled.

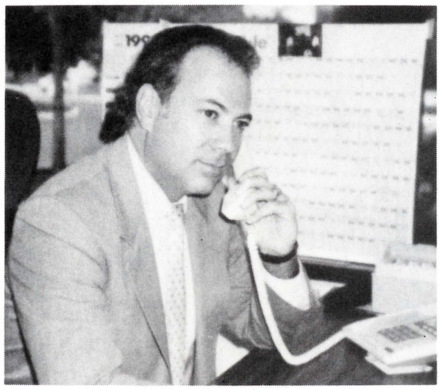
Ken Boyce had spent over 20 years in the electronics field, which included quite a bit of traveling, consulting work, and seminars in Japan. After that many years, constant travel and job pressure began to take its toll on his health. He realized that he could not keep up the pace and started looking at alternatives that would enable him to settle down a little more.

As a result of Ken's familiarity with the video game industry, and through his contacts in the electronics field, he and a couple of business investors were able to start I-VICS in January 1990.

Coincidentally, about the same time Ken and his partners began a search for just the right person to guide the company through its infancy and hoped-for growth, Leroy Hancuff was seriously thinking about making a career move. Leroy had been with General Coin for nearly 10 years in the distributing end of the business and was very much interested in getting into the manufacturing end. When the position was offered, Leroy eagerly accepted.

He quips about the move, "When I took the job, I wondered if I was getting in over my head! It certainly would have been more comfortable getting into an established company. But the challenge attracted me."

He seriously added, "My spiritual faith is the basis of my life. My wife Shirley and I prayed a lot about it and felt that doors were opening. We felt that we were being directed to something different from what we were doing. It was the right thing to do."



LeRoy Hancuff, vice president of sales.

Roger Horiye, vice president of administration.

Secretary Maria Martinez.

Leroy admits that there have been frustrations in being the new kid on the block but is quick to add that the rewards are greatly appreciated. "While I can certainly understand the reluctance of distributors to give us a chance, it doesn't make it any less frustrating. I sometimes feel that if our games had another name on them, they would get more backing than they do. On the other hand, I am extremely grateful to those distributors who have been willing to show us their support," he said.

But everyone is well aware that product is what counts. I-VICS doesn't have a Japanese parent company, but the Japanese partners have a lot of influence in Japan when it comes to licensing games. "Even with the connections, we have to prove our marketing ability. Once we have established ourselves as an efficient marketing agent we will have shots at better and better games," Leroy explained.

I-VICS intends to find its own niche in the market and has carefully analyzed the industry to find it. "We realize that we may not have a number one game for awhile," Leroy said. "What we are trying to do is find good quality, good earning games at the lowest price. We will find our niche at the other end of the spectrum if we can get kits to operators for well under $1,000.

"Everyone seems to be aiming only for number one games and are stuck in that $1,495 kit price. Operators aren't buying

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too many. We feel that if we can get good kits to the operator for significantly less, we will have found our niche.''

Another part of I-VICS' niche is cocktail table kits for those cabinets that haven't had a new game in awhile. Again, Leroy explains that they realize the cocktail table market is not a huge one, but there is a need. ''There are still pockets of cocktails in pizza places, lounges, and restaurants. I felt there was a need for them when I was a distributor, and I have heard others say it, too. I don't think there is a particular market for new cocktail tables, however.''

''While I can certainly understand the reluctance of distributors to give us a chance, it doesn't make it any less frustrating.''

Operators were important to Leroy when he was distributing and they are no less important now. ''I find that I am listening to them a little differently. Sometimes as a distributor you are trying to fit your products to operators that can use them. Now, I am listening more to what they would like to see happen in the industry,'' he said.

Listening to operators has instilled the importance of service. Leroy said, ''We had a few isolated board problems and sometimes had operators call us direct about them. To expedite things, we sent advance replacement boards in a coordinated effort with our distributors. We were building the confidence in our company that we must have from operators and distributors. There's much more than just making the sale. You must build trust and confidence in your company and products.''

How does I-VICS view the future of the coin-op industry? ''The business must have a stability,'' Leroy said. ''When a recession looms, people may cut out expensive things like new homes, cars, and vacations, but they always have change in their pockets for games. I think as families look to cut back, they will take advantage of the family amusement centers more often. Operators must keep on top of industry trends and know what is going on.''

Because of his health problems, Ken's not able to be active in the office on a day-to-day basis. Roger Horiye, who has many years of banking experience, has been brought on board to handle the office administrative duties. Roger said, ''I'm really excited about getting involved and learning more about the coin-op industry. I'm looking forward to attending my first big trade show in New Orleans.''

I-VICS has all indications of making a name for itself in the coin-op industry—solid philosophy, good products, dedicated staff, and most of all, a strong faith in the coin-op industry. □

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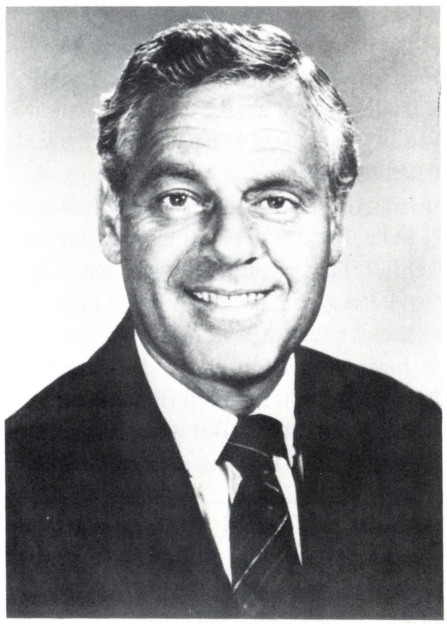

Jack D. Kerner

In keeping with tradition, we've chosen the out-going AMOA president as our show issue's "Coinman Interview." This time it's Jack D. Kerner of Melo-Tone Vending in Somerville, Mass. Kerner says it's been a fun, albeit tiring, year. He's amassed enough "Frequent Flyer" miles to visit Pago Pago regularly.

We touched on a variety of subjects, including the importance of state associations, AMOA's role in the industry, video pokers, and attempts to ban cigarette vending machines. As is usually the case, Kerner didn't pull any punches.

How would you characterize your tenure as AMOA president? Was it as hectic a year as you envisioned?

It was more hectic than I ever would have thought. I didn't realize that when you make this commitment for a year, it's a solid year—24 hours a day, seven days a week. But it's really more than a year. It takes you 15 years to get there, you serve for a year, and then afterwards you're still on the board for an additional five years.

But this year has been absolutely unbelievable for myself and my wife, Shirley. Without her I never could have done it. She put up with missed flights, being fogged in, and all of the things that go along with so much traveling. Shirley is an unbelievable woman; to be married to me she'd have to be!

How many weeks were you on the road this year, traveling in your capacity as AMOA president?

I ended up having a 14-month term. I would estimate that I was away 30-plus weekends.

Did your business suffer with you away so much?

Naturally the business runs smoother with me here; decisions are made. But I'm very fortunate to have excellent employees working for me. They bent over backwards when I wasn't around. I kept in contact with the office constantly, no matter where I was.

It's not only your business that suffers; forget about a social life with your personal friends. The bulk of the travel is on weekends. You usually leave Thursday or Friday and stay through Sunday. What hit me is that I was essentially working seven days a week. But I had a great time, and people were very hospitable to me and my wife. It was an unbelievable year that I'll never forget.

What duties are you expected to perform as AMOA president?

Well, for one, you travel around as a goodwill ambassador. When I made speeches in the various states, I explained that the first and most important thing for operators to do is support their state association. AMOA will fight any adverse national or federal laws, but if anything comes up it's usually on the local level.

Don't be what I call a "belly" member, a person who goes to the meetings to eat the food and have a few drinks. He may or may not pay his dues, and that's it. I stressed becoming active in your state association. Try to reach the political people that can help you and your business. AMOA will handle the dollar coin issue, for example, with the help of the state associations. This year, AMOA organized a meeting of all the state associations. All of the association presidents are going to meet a minimum of twice a year to share knowledge and help one another.

But getting back to the responsibilities of the president, it's really being a goodwill ambassador. AMOA runs like a business. A business has department heads or supervisors; AMOA has committees.

There's one thing I did not do, and that's

interfere with committees. I made suggestions, but never once did I interfere. When I made my acceptance speech last year, I vowed to the board and the membership that I would stay out of committee affairs. When you give someone a job, leave him alone and let him do it. Guide him, but don't interfere. That's the way I believe a business should be run.

Based on your travels across the country, do you think operators are sufficiently abreast of potentially harmful legislation at a local level?

There's an AMOA committee that notifies the state associations of specific problems being faced in one state and how that problem was solved. The move to ban cigarette vending machines and trying to legalize video poker machines are good examples. If a particular state has been successful in dealing with this problem, other states are informed as to how it was done, usually through letter-writing.

"I have the same problems in Massachusetts as operators in Texas, California, Montana, and so on. You get in your own little nook where you live and think only you have a particular problem."

Speaking of video pokers, AMOA has developed a videotape and handbook called "The Standards on Coin-Operated Video Gambling Devices." It was done in conjunction with NAGRA (North American Gambling Regulations Association). Every state executive will get one of these tapes. It gives step-by-step instructions on how states should try to legalize video pokers. Phil Benson narrates it; it's excellent. Again, AMOA can lead the way and provide resources. But the state associations have to take this information and develop it, based on each state's own particular needs.

Also, AMOA has come up with a model bill to deal with the banning of cigarette machines that's available to the associations. It has guidelines and who we suggest you see. If a federal bill came out, like the one being sponsored by Ted Kennedy, AMOA will fight it. We'll fight nationally for the dollar coin. But we need the individual state associations to visit their

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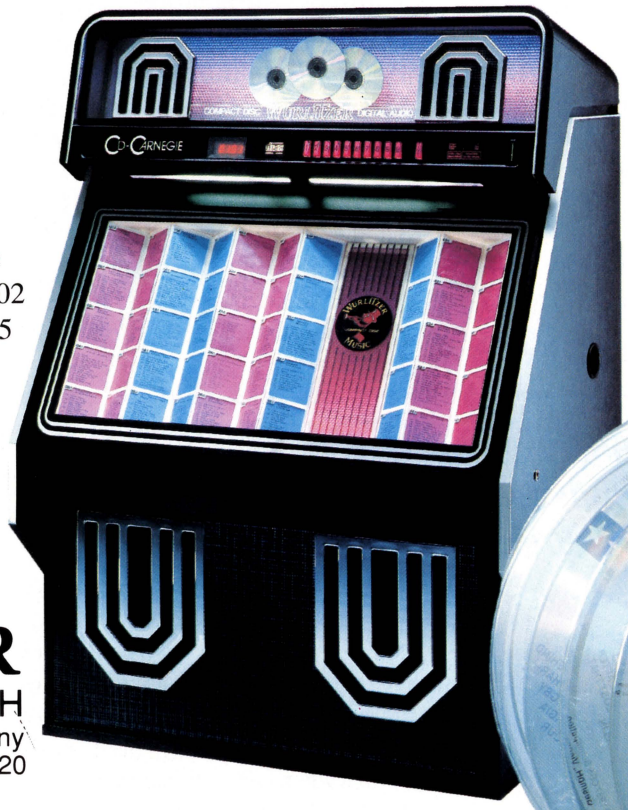

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"I don't know the difference between a small and a large operator, other than if you have someone else collecting money for you, you're a large operator."

local representatives and senators, pushing them to sign on. The relationship between AMOA and the associations is very important. We're trying to make the ties closer and closer with these bi-annual meetings.

Did you observe any common threads among operators while visiting the various state shows?

The thing that really surprised me is I have the same problems in Massachusetts as operators in Texas, California, Montana, and so on. If a state association thinks it has a unique problem, they're wrong. Whatever the problem is, it exists all over the country. You get in your own little nook where you live and think only you have a particular problem. By sharing knowledge, you might help somebody who needs help with a particular situation.

Speaking of sharing knowledge, why don't you explain the new Manufacturers Council?

I felt that operators, somewhere along the line, were not communicating with the manufacturers. The operator would buy a piece of equipment from the distributor, who talks to the factory. It's not that the distributor was holding back information, but the manufacturers weren't getting necessary feedback directly from operators. The Manufacturers Council is the answer to that problem.

There are now 17 members on this committee, representing each category of equipment within the industry. I'm going to be the chairman for three years; Craig Johnson is my co-chairman. When my three-year term is up, he becomes president of AMOA. Craig then will bring somebody from AMOA aboard to serve, and another cycle begins.

This has been a long time coming; we should've done it a long time ago. Even the manufacturers think what we're trying to create is fabulous. We've discussed the possibility of putting a distributor on here.

ent in Profit!

It will be his responsibility to let the other distributors know what's going on with the Manufacturers Council.

What are your thoughts on this year's AMOA Expo?

It's a complete sell-out, 705 booths. I think it will be the biggest and best show AMOA has ever put on. We've already started preparing for next year's show in Las Vegas. By the end of the show in New Orleans, we'll announce where the next five ones are going to be held.

Tell operators what they're missing by not belonging to AMOA.

Traveling across the country, I learned that most operators are under the impression that AMOA is for the large operator. I don't know the difference between a small and a large operator, other than if you have someone else collecting money for you, you're a large operator. But seriously, to me, AMOA was designed for the small operator. I run a large operation; I don't use AMOA's insurance program, simply because I can cut a better deal locally. But it's a wonderful benefit offered by AMOA.

There are many other reasons for belonging to AMOA, not the least of which being the annual trade show. They have informative seminars for the small operator. They can help operators with computers by advising them of the good computer programs that are out there. They have the Notre Dame management seminars. They have the Government Affairs Conference in Washington, which allows operators to meet with their congressmen and senators. All of these things are designed for the small operator. It's like buying an insurance policy. Who else can an operator go to if he has a problem?

Why don't you touch on the work being done by the AMOA Standardization Committee?

The work they do takes time; results don't happen overnight. We'd like to tell the operators to put all of their meters in a certain place on the equipment. The manufacturers agree with us, but unfortunately they've already committed to 100,000 cabinets. When they use up those, maybe we can begin with some uniformity.

There was a suggestion made at the first Manufacturers Council meeting to ship

Shirley and Jack Kerner.

pinballs and videos without coin doors. An operator who wants to put a dollar bill validator on his machines, and get off that quarter kick, will be able to take a door from his old machine and put it on a brand new machine that has a dollar bill validator. He can then trade in the machine without the door. This is in the talking stage.

We've got to get away from this business of 25-cent play. It's just ridiculous. We've done it with jukeboxes, thanks to the CD, and the day is coming where we must at least go to 50-cent play or three for a dollar. The dollar coin isn't here yet; it may be another three or four years before we get it. In the meantime, many operators are looking for ways to improve their operations *now*.

How would you assess the new jukebox licensing agreement? Do you think it was fair for operators?

I think it's very fair. I think AMOA and the performing rights societies bent over backwards to come up with an arrangement that was fair. We got an extra amnesty in there...

Whose idea was that?

AMOA can take the credit for that. Now, any operator who doesn't conform must be crazy. The penalties for noncompliance will be horrendous. But operators now have a vested interest. If we comply, the rates will go down; if not, they'll go up. To be honest, though, I was a little peeved with this two-month amnesty extension. Here I've been paying for eight years, while these other guys have had a free ride for all this time.

More and more operators are itching to have video pokers legalized in their states. Do you think this is good for the coin-op industry, or might it have a detrimental effect on other types of equipment, like videos and pins?

There will always be a place for videos, pins, and jukeboxes, no matter how many operators turn to video pokers. As states need money, some will allow video poker machines; others, like Massachusetts, probably never will. I can't see the pinball industry being destroyed. It's survived good and bad cycles for 60 years. When basketball came out, some said they'd just stick with that and forget videos and pins. It didn't happen; there doesn't have to be a situation where you buy all of one type of equipment. There's a place for everything.

Do you envision hordes of people jumping on the coin-op bandwagon as more states legalize pokers, similar to what happened during the video boom of the early '80s?

I can't see legalized video pokers attracting that many new people to the business, because it requires such a large investment. You're talking $5,000-$6,000 per video poker machine. Also, new operators would have to find a location. I think a location would give a poker account to his own operator before somebody else.

Sure, I know people who got into this business during the video game boom. The good operators lasted and are making a living today. Those who were in it for the fast buck, the Johnny-come-lately crowd, are long gone.

You're a large operator of cigarette vending machines. Do you think this segment of the vending industry is going to be able to hang in there much longer, what with the vigorous governmental attempts to ban the machines?

It's the local governing bodies that are driving everybody crazy. Again, if you have a strong local association, you can take them on. We fought them here in

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Massachusetts and put it to bed for awhile, but it'll creep up again. Will there be a cigarette vending business in the future? I honestly think so.

Most legislators are under the impression that all of the cigarettes that come out of vending machines are purchased by teenagers, but it's not the case. Operators need to get together with their local people and show them the information that AMOA has gathered from across the country. Figures don't lie; the amount of cigarettes sold to teenagers from vending machines is miniscule. They don't buy them from machines, because the price is usually much higher than over-the-counter cigarettes.

As a long-time operator, it must be gratifying to see the great strides that have been made by the industry in terms of public perception. AMOA has certainly increased its clout with legislators through the Government Affairs Conference, for example.

The American public is realizing that vendors are professional people. We don't operate out of a little corner store with the windows painted up anymore. Years ago, nobody would even put the company's name on the truck. The word "vending" had a connotation of the Al Capone era.

The AMOA, through a series of joint ventures with the child abuse prevention folks and Ronald McDonald homes, among others, has shown the public that we're businessmen associated with a legitimate industry. In its heyday, the coin-op amusement business was larger than the entire movie industry! It's probably still close now if you considered the amount of quarters coming in from all over the country. Saying you're a vending machine operator is nothing to be ashamed of. I'm very proud of it.

Do you think there's enough unity in this industry?

There could be a lot more work done in that area; it's going to take time. When issues come up, we may not always agree amongst ourselves, but there really should be one voice for the entire industry. I may not agree with AAMA on the *Red Baron* case, or with NAMA on some other issue, but when it comes time to go to Washington, D.C., for the Government Affairs Conference, we should present ourselves as a unified industry, not one that fights within its ranks.

Speaking as an operator, not as AMOA president, what's your opinion of the state of the industry? Do you have a positive outlook for 1991 and beyond?

I have a different business philosophy than maybe the average person. When business gets tough, and things are tough right now, I plow more money back into the company. I've bought more equipment this year than ever before. This industry is like a pendulum; better days will swing back.

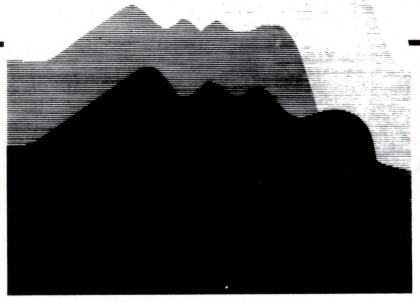
You won't have a business left if you stop buying equipment. Some operators get mad at manufacturers because of the home market and say they're going to make-do with their present games. If you're a businessman, you have to realize that the home market is not going to go away. You just have to hope for a reasonable grace period—say 10 weeks—between when a coin-op game hits the home.

What advice, if any, do you have for Jim Trucano, the next AMOA president?

(Laughs) Console your wife and get a lot of sleep! Seriously, Jim doesn't need any advice from me. He's a very bright, astute young man. I think he's going to be a fabulous president. I'm proud to have him go around the country representing AMOA.

Do you have any parting comments?

I'd like to thank every AMOA director and committee head for the cooperation they've given me. Without them, I couldn't have done my job. I'm only a figurehead; they're the ones who really run the association. I'd also like to thank the wonderful office staff at AMOA for all of their help. Everyone's been just great. □



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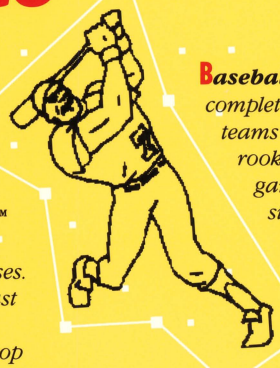

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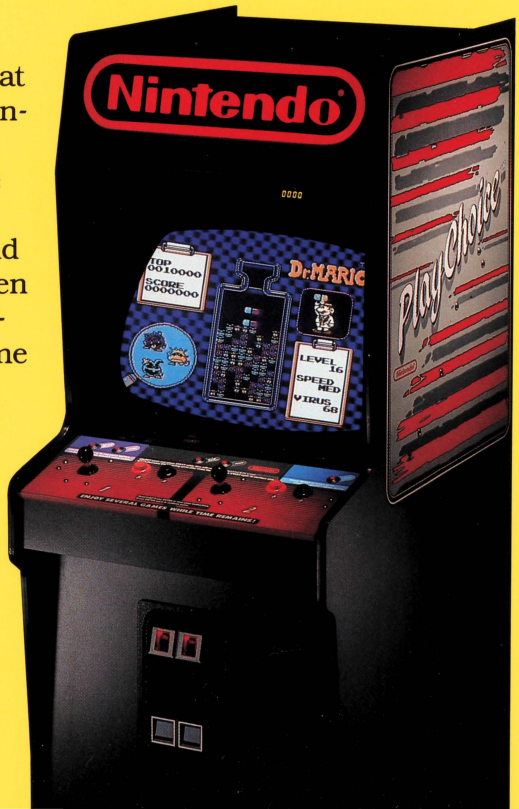

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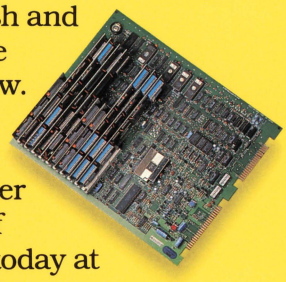

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The St. Louis Cathedral overlooks Jackson Square as it has done for over a century.

A walk through New Orleans' history

As you stroll the historic French Quarter, it's not hard to imagine you are back in time, when horses and buggies—not automobiles—traveled the narrow streets.

One thing, however, that is sure to surprise you is that although it is called the French Quarter, only one building is still in existence that exhibits the French influence of the city. The Ursuline Convent at 1114 Chartres St., dating from 1750, is not only the city's sole authentic French building, but also the oldest structure in the Mississippi Valley.

When two devastating fires destroyed the city, the new buildings reflected the Spanish decor, since New Orleans was under Spanish rule at the time.

You may wonder about the history of the Vieux Carre, which is French for "old quarter." Although New Orleans is closely associated with its rich French ancestry, the city was actually a melting pot, as a myriad of nationalities flocked to the city in its early days.

The original city of New Orleans, planned out in 1721, is the present-day French Quarter bounded by the mighty

New Orleans Spanish heritage is on display in its French Quarter buildings.

Mississippi, Canal Street, Rampart Street, and Esplanade Avenue. The famous Jackson Square (originally called Place d'Armes) was included in the city's original plans as a military review area.

The Spanish were the first to explore the Mississippi in the early 16th century, but the French were the first to settle there. La Salle claimed the land around the river in 1682 in the name of King Louis XIV and called it Louisiane (the domain of Louis) before returning to France.

While at home in France, he raised an expedition with promises of vast riches and easy Spanish trade routes along the river. La Salle sailed back in 1684, but for some reason settled on the Texas coast instead of at the mouth of the Mississippi River, where New Orleans exists today. The colony was a dismal failure and La Salle was killed by his own men as they tried to walk to Canada.

Ponchartrain, of whom Lake Ponchartrain (just above New Orleans) was named, sent a second expedition to this new world in 1698. Led by a Canadian, Iberville, a group sailed for Louisiana, setting up settlements along the river, still miles away from where New Orleans is today.

In 1699 a British warship was spotted upriver at what has since been called "English Turn." Iberville threatened the British with war if they did not leave at once. They left, but not without promising to return.

Meanwhile, Louis XIV was unsatisfied with the young colony, which was plagued by wars and domestic violence. He turned over the problem of colonial rule to Antoine Crozat in 1712. Crozat struggled for five years but found it a losing proposition. Louis XIV died, leaving the crown to his great-grandson Louis XV, who was just five. The regent, Philippe, Duc d'Orleans, secured the charter for his friend John Law, who set out to exploit the colony.

When Iberville's brother, Bienville, began to clear the site for the colony, he found it only proper to name it after Duc d'Orleans. Ironically, Bienville claimed the location was high, dry, and safe from floods and hurricanes. Subsequent history has proven his description quite wrong, since New Orleans is below sea level and floods and hurricanes are a common occurrence even today. In fact, two hurricanes wiped out the city before it was finished being built.

Unfortunately, Bienville was very disillusioned, mainly because the French saw the new colony as a place to send criminals and undesirables, who they sent in droves. Bienville complained bitterly

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until the deportation of disreputables stopped.

German peasants were then recruited to settle the new land; of about 6,000 who began the journey, 2,000 made it to New Orleans. Some say that it was the Germans who brought the first real stability to the city.

Not long after the Germans arrived, the first shipment of Negro slaves arrived, adding 150 people to the population. By the end of 1722 there were nearly 500 people in the city—mostly of German, Negro, or French descent. Louisiana's capital was moved to New Orleans, a distinction it held for nearly 100 years.

War with the British

But trouble was brewing with the British. The Chickasaw Indians, urged on by the British, fought against the French in New Orleans. When the young colony was not at war, Bienville and his successors were often embroiled in controversy.

In 1754 England and France went to war over control in America. Called the Seven Years War in Europe and The French and Indian War by British colonists, it virtually removed France as a colonial power in America. Despite an alliance with Spain, France was defeated. In 1763 all of the French territory east of the Mississippi was given over to the British. New Orleans was not included in the deal, but was given to King Carlos of Spain by his cousin Louis XV.

Louisiana Frenchmen weren't at all happy about the change to Spanish rule. A French uprising resulted in Spain sending nearly 3,000 soldiers to retain order. The rebellion leaders were sentenced to death and their supporters were sent to prison. Alexander O'Reilly, leader of the Spanish fleet, became the first successful Spanish administrator in New Orleans.

Destruction by fire

By 1785 the city's population had swelled to 5,000—a diverse mixture of Acadians, natives of the Canary Islands, Spanish, German, and French. It was inevitable that with such a disparate population, there was bound to be problems. However, even with controversy among the population, the city's most devastating blow was not between the people; it was fire.

The first riverboat tied up in New Orleans in 1812. Riverboats like the Natchez still travel the Mississippi.

On Good Friday in 1788 nearly four-fifths of the city was destroyed by a fire which began in a small private chapel. Ironically, the priests would not allow alarm bells to be rung on the solemn Christian holy day. What wasn't destroyed then was wiped out six years later by another crippling fire.

The Spanish governor, Carondelet, made many improvements in the city dur-

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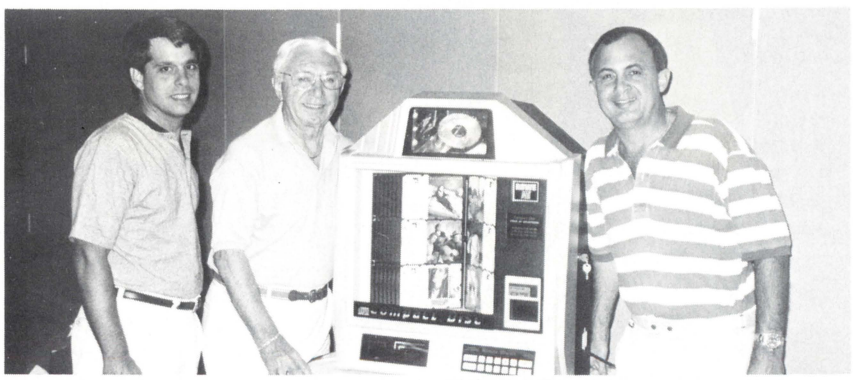

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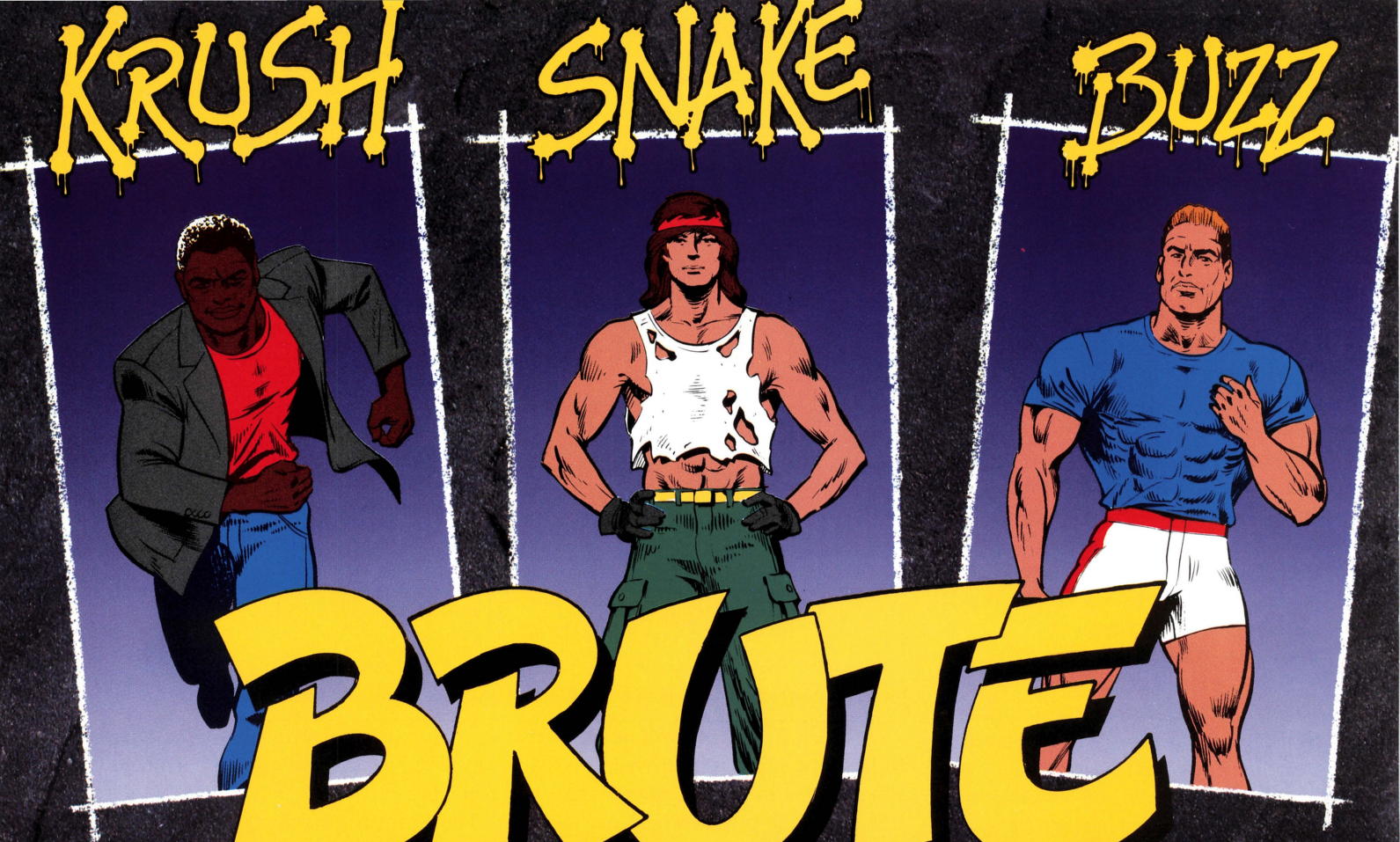

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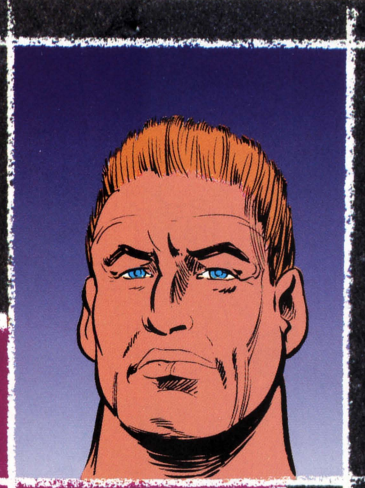

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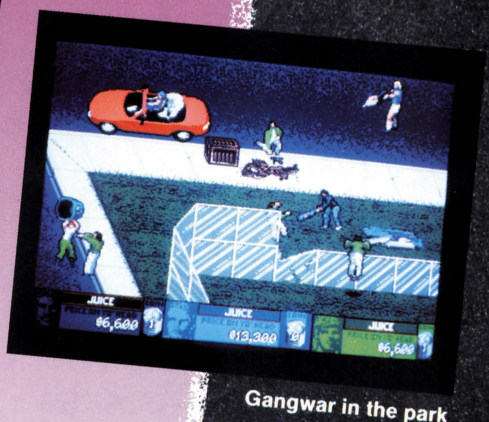
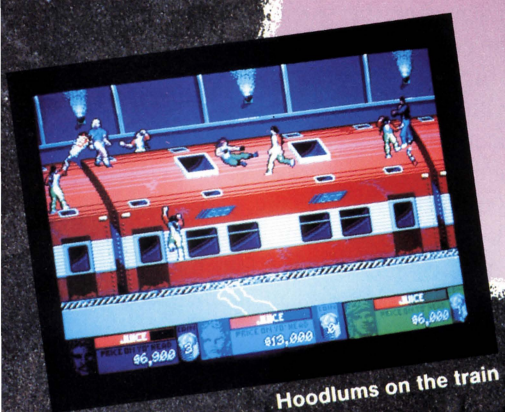


Gangwar in the park



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NEW ORLEANS

New Orleans jazz was made popular during the Storyville era.

ing his tenure. His building codes, written after the fires, are responsible for much of New Orleans' architectural style. For example, all buildings more than one story had to be constructed of brick and located near the sidewalk; this is evident in all of the French Quarter today.

Bought by Americans

During Carondelet's rule the French Revolution forced the Spanish and French populations of New Orleans to choose sides. By the beginning of the 19th century, New Orleans was back in the hands of the French when Napoleon forced Spain to return Louisiana to France.

In the meantime, a treaty signed during the American Revolution gave the Americans free navigation on the Mississippi River. To assure it did not end should war with France break out, President Thomas Jefferson offered to buy New Orleans. Napoleon made a better offer—the entire Louisiana Territory.

The Americanization of New Orleans began under the leadership of Gov. William Claiborne. As young businessmen from the east came to set up branch offices in the Faubourg St. Mary, the area came to be known as the "American Sector." This section of town, where the Superdome stands today, was famous for bordellos and saloons visited by boatmen like the legendary Mike Fink, who was made famous for his boat race with the equally popular Davey Crockett.

Louisiana becomes a state

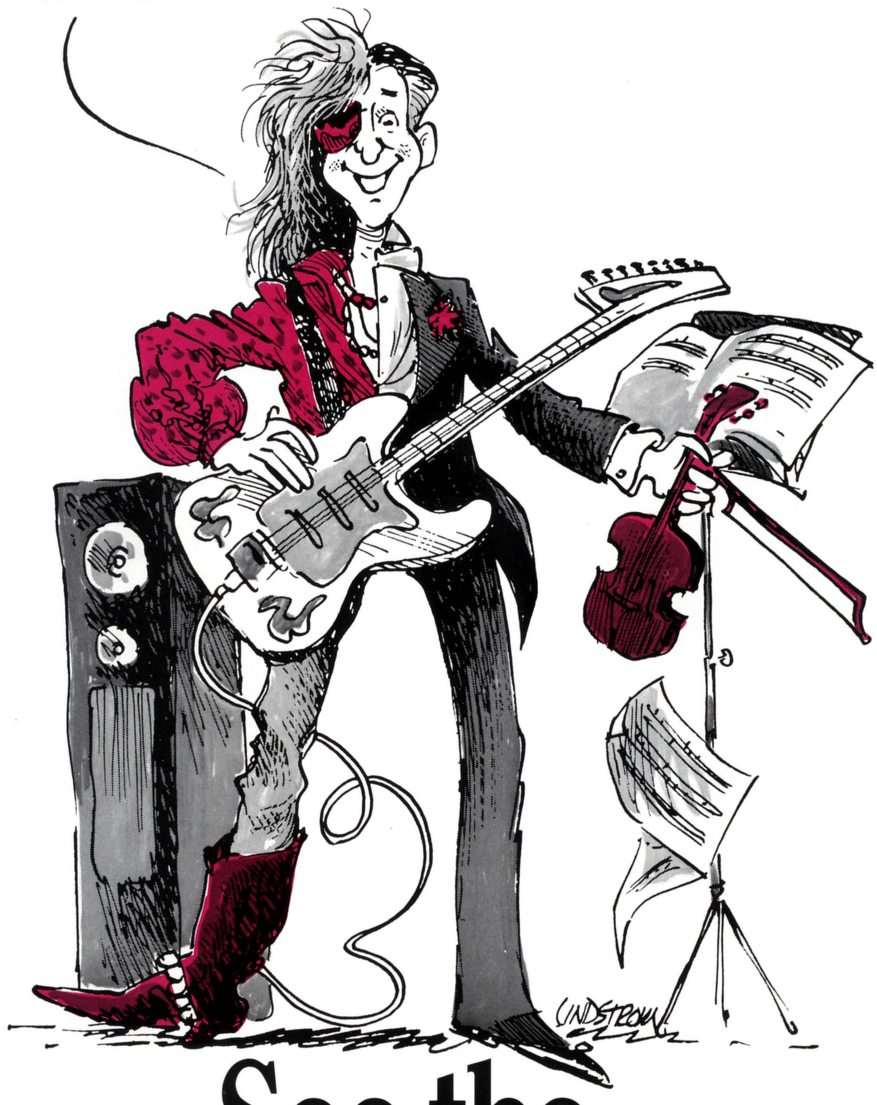
By 1810 New Orleans had grown to the fifth largest city in the United States with a population of 24,000. The city lost many citizens to yellow fever epidemics during the early years. However, it continued to draw immigrants like the Irish when a potato famine forced many to look for new homes, and by the mid-1880s Italians were represented in great numbers.

On April 30, 1812, Louisiana was made the eighteenth state of the Union. About the same time the city saw the first steamboat tie up in front of the Place d'Armes. The steamboat *New Orleans* was only the first of many that would become famous in the city.

It was also in 1812 that full-scale war with the British broke out. Three years later Louisianians, the pirate Jean Lafitte and his band of men, and Tennessee and Kentucky volunteers fought the British in the bloody Battle of New Orleans at Chalmette Plantation, a few miles downriver. This famous battle took place two weeks *after* the war officially ended; word had not reached New Orleans in time.

The 40 or so years between the Battle of New Orleans and the Civil War were glorious ones in the city. The population had increased to over 100,000 by 1830 and

Don't miss it!



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there was much evidence of prosperity. The Carrollton Railroad (today's St. Charles streetcars) started in 1835 and helped in the development of the uptown area. The American Sector adapted the Yankee-style red brick row building and affluent Americans and Creoles moved upriver to the Garden District. By the early 1830s there were three distinct sections: The American Sector, the Vieux Carre, and the Faubourg Marigny, named after Bernard Marigny. He has been credited with introducing the game of craps to New Orleanians.

It was during this golden age that Mardi Gras really flourished. The Mardi Gras had been celebrated in Europe for centuries, but parades of maskers throwing baubles owes its tradition to New Orleans.

Civil War

The Civil War began when southern troops, under the command of New Orleans' Gen. P.G.T. Beauregard opened fire on Fort Sumter in Charleston harbor. The Union troops retaliated by blocking the mouth of the Mississippi River, causing severe hardships.

Louisiana withdrew from the Union in 1861 and barely a year later New Orleans fell to Union forces. During Reconstruction New Orleans faced drastic changes. Northern "carpetbaggers" came seeking their fortunes and newly freed slaves converged on the city, glutting the job market. Social and political unrest caused bloody street battles.

By the end of Reconstruction in 1877 New Orleans had 216,000 citizens determined to salvage what they could of the old way of life. Labor and racial issues induced riots and the assassination of the police chief.

The end of the 19th century saw many reforms, the most famous being a plan to control prostitution by having one "red-light" district. Sidney Story wrote a bill, which grouped all of the prostitutes into one area behind the French Quarter. He wasn't pleased when the area came to be known as Storyville. Jazz became closely associated with this area. After Storyville was abandoned, jazz moved upriver to cities like St. Louis, Memphis, and Chicago.

New Orleans today has many reminders of its tumultous history. Spanish architecture dominates; Creole cooking is world renown. Jackson Square, a New Orleans tradition, was originally called Place d'Armes, changed to Plaza de Armas by the Spanish, and then Public Square by the Americans. It wasn't until 1851 that it became Jackson Square named after Gen. Andrew Jackson, hero of the Battle of New Orleans.

The St. Louis Cathedral stands proud as it has since 1851, when it was rebuilt following destruction in a fire that destroyed New Orleans. All around the "Big Easy" is evidence of its past. From the buildings to the music to the food to riverboats chugging along, there is a lot to enjoy. □

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Cajun or Creole? What do they mean?

When you think of New Orleans, food is at the top of the list of specialties. Cajun cuisine and Creole cooking dominate the descriptions of New Orleanians' favorite pastime. And even though both Creole and Cajun have their own origins, all of the ethnic groups that made up New Orleans' history added their own unique cooking hints to make up true New Orleans cuisine. Records indicate that before the Civil War, 68 different nationalities were represented in New Orleans.

Gumbo, for example, one of New Orleans' most famous Cajun dishes, was actually introduced by Africans who arrived on slave ships. The key ingredient in the African dish was okra, called "kingombo." Many had smuggled the seeds in their hairdos and planted them once they were settled. The African word was shortened to "gombo" and eventually was changed to "gumbo."

The Acadians added their own touch to the gumbo to make it a truly Cajun meal. The Acadians were a group of French Canadians who were exiled from their own country over 200 years ago. Being of French origin, they opted to leave Canada rather than pledge allegiance to the British crown. The 4,000 Acadians that settled in New Orleans came to be called Cajuns through a corruption of the word "Cadien," itself a corruption of "Acadian."

The Acadians were very poor people. They took advantage of nature's bounty in the swampy areas they called home. Wives kept huge pots simmering on the stove, in which they added whatever they caught in the water, shot in the woods, or grew in the garden. Similar to the African meal, this simmering soup was a richer seafood gumbo. You will be slighting yourself if you don't try some before you go home.

The word "Creole" comes from a Spanish word, "criollo," used to designate a pure-blooded Spanish child born in the New World, distinct from the children of Spanish fathers and Indian or Negro mothers. The French borrowed the word to designate children born to French parents. In early years, Louisiana Creoles were of French, Spanish, or German descent. The word came to be synonymous with "native" of Louisiana.

Many erroneously think that Creoles were of black and white descent. The misuse can be traced to the days when Creoles would send their slaves to market to sell their owners' goods: Creole corn, tomatoes, mules, etc. The slaves selling the goods came to be known as Creole slaves.

Creole cooking could be traced to the days of the French Revolution, when members of the French aristocracy were beheaded. Each family had its own chef; many ended up in "the little Paris of America"—New Orleans. Along with them came the sophisticated French style long enjoyed in France by the aristocrats.

Today, the words Cajun and Creole are used to describe New Orleans cooking. While in retrospect Cajun cooking was more the country cooking of the era and Creole the more sophisticated, today people from all over enjoy both Cajun and Creole—New Orleans cuisine at its best! □

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Question: *What are you hoping to see at AMOA?*

A **Tom Fiedler**
Melody Entertainment
Champaign, IL

All of the manufacturers are getting more unique as far as what they are trying to market. I think there will be a few new video games among more of the same old thing. Hopefully, someone will come up with something really new, but I'm not really counting on it. I expect pinball to be real strong. Basketballs are pretty much gone and darts are fairly well set. Operators will be doing more tournaments and promotions.

We do some redemption, but it's been around for years. It's basically the same thing but with some improvements. Look at how long cranes have been around—decades. Everyone looks at redemption as a new idea; it's not, though.

But even more than seeing the new equipment, I like to talk straight to the manufacturers. I want to find out what they know and where they are headed. I know that the only way they can make money is if I make money, so their opinions are valuable to me. I don't always like what I hear and I don't always agree, but it satisfies my curiosity to hear what they have to say.

It seems like over the last 10 years or so there was always one big hit at the show; it's not that way anymore. But it's good for the industry. There's a good, steady flow of equipment. In the days where there was one big hit from the show, the general media picked up on it. Then we would have all of our locations demanding the same game. Over the last 18 months I have not bought heavy on anything. I can buy a few games and move them down the road. It sure helps stretch my investment. I can't tell you how many *Pac-Mans* I've had to convert because I had so many of them! That is the classic example of a game everyone had to have.

I think we'll see a little more diversity and a slower, more steady growth with equipment. We have a broader base of equipment that will work in different locations. In general, I like the whole flavor of the industry.

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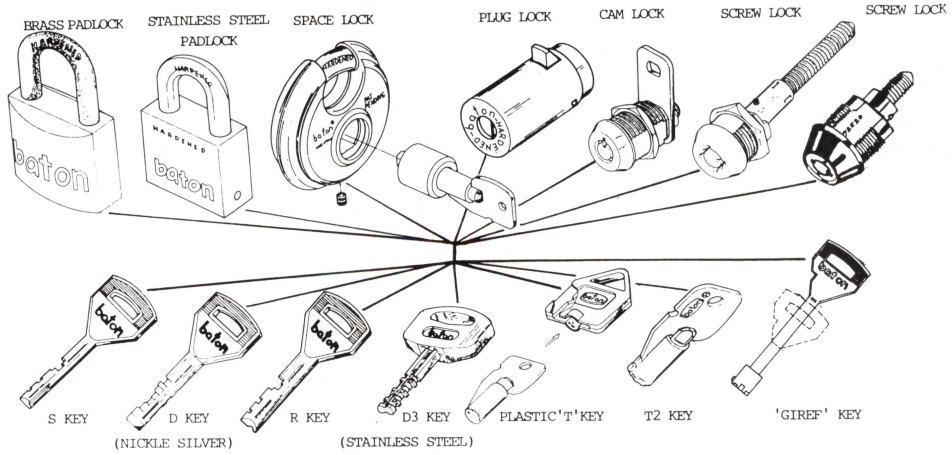

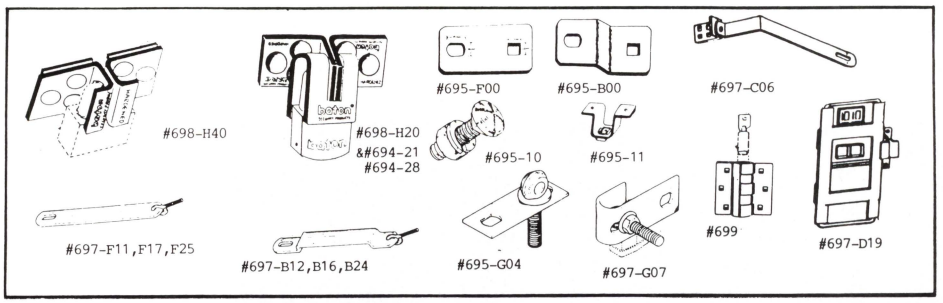

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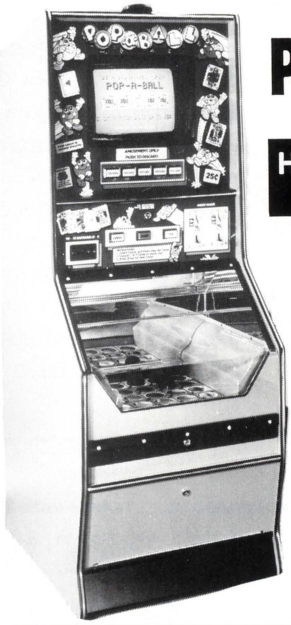

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ASK THE OPERATOR

A **Jackie Wells**
Abbott Vending Co.
Pell City, AL

I'm sure we're like most operators that are hoping to see some new video games that will get it going. Most are so dead. We are not in redemption because Alabama laws are so up in the air. It all depends on who interprets the law as to what is legal. We tried it but ran into problems.

Our route is mainly video, pinball, jukeboxes, and that type of thing. Pool is real good but we still desperately need some new video games to pull the business up. *Turtles* was the last video that really did a lot of good. But we need more like that.

A **Lee Martin**
Martin Amusement
Macon, GA

If you really want the truth, I'm going to the show mainly because I love New Orleans! Although I probably would have gone if it was in Chicago, I just couldn't pass up a trip to New Orleans.

I hope there will be some surprises, but I am not really expecting any. We are centrally located in Georgia with no tourist traffic whatsoever, so we haven't looked into redemption. Our route is mostly street locations. I'll be looking for some good street pieces and some good tavern pieces. We can always use some of those. I'll also be looking at all of the CD jukeboxes. I am operating a few of them right now and have been very pleased with them so far.

There has been some good product coming out, but I hope to see the really good games at the show. I think it's a little slow right before the convention. As I said, though, my business is concentrated in the adult market, so I'll be looking for some good pieces to fill my needs in that area. We don't operate many arcades in this area. The recent games have been adequate to suit the demand, but I'd like to see something much more than just adequate.

The show is a lot more than just looking at equipment. As far as that goes I can talk to operators who went to the show and find out what was there. But a big advantage of the shows is talking with other operators to find out the real flavor of the industry. I feel like I have paid for my trip by the contacts I make. Operators must communicate because it is a much better system when they do. □

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The gang's all here! What you're going to see

In past years, the major trade shows like AMOA and ACME have been rated according to how good the video games were. In earlier years that really was no problem because we usually came away from the shows with the names of several "hot" games embedded in our memories.

More recently, the video games shown have blended together, with none coming out a clear top contender once we got home. It's certainly not that there haven't been some good games coming off the production line. It's more the fact that operators are waiting much longer before committing to anything, especially a video game. I'm sure it's frustrating for distributors as they try to assess what their customers are going to want so they can, in turn, give a commitment to their manufacturers.

This year, perhaps more than previous shows, the focus will be swaying over to other types of equipment as operators struggle to bring their locations up to the earning capabilities they feel they should be. Redemption and video poker seem to be the hot topics being bantered around the industry. As more states begin investigating what has been successful in a few, video poker machines should garner an unusual amount of attention.

There are over 705 booths sold for this show, more than ever before. There will be at least a dozen companies showing the latest in video pokers. It will also be a good idea to study the 8-liner machines that are infiltrating the industry. As we are all just beginning to become aware of this variation on video poker, it is well to notice that one state association—North Carolina—has already taken a stand against the machines. Most operators there feel that the machines are too much like slot machines to convince authorities that they are for amusement only like video pokers. All operators should view the equipment and then talk with some of their fellow operators to find out what the feelings are in their area.

Since redemption is another area of prime interest, take advantage of the opportunity to see the latest in redemption equipment from dozens of companies. This, of course, includes basketball games—both junior and regular—from companies like Betson, Design Plus, Doyle & Associates, Grayhound, Pop-A-Shot, Adastra, Kramer, Smart Industries, and Vari-Tech.

In addition to basketball games, look at some of the novelty pieces that are perfect for dispensing tickets. Meltec will be at the top of your list with its game line-up, along with Coin Concepts, Bob's Space Racers, Exidy, Coastal, GaMCO, Gametek, Golden Years Amusements, Innovative Concepts, Johnston Products, Mayoni, Betson, Data East *(Wacky Gator)*, Williams (with a new and improved *Shuffle Inn)*, and Standard Metal Typer.

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If you are like most operators checking into the possibilities with redemption, don't miss the seminar, "The Best is Yet to Come." There is also one on video pokers, "Industry and Regulators Working Together," with an impressive panel. Susan Walker, the executive director of the South Dakota lottery, will be there to talk about the success in her state and answer questions.

Redemption wouldn't be successful without those coveted prizes luring customers to play. There will be nearly 30 companies displaying their best-of-the-best to accompany any redemption effort. These people know what's hot and what's not so make a point of asking for their opinions. You may not realize it, but Christmas is just two months after AMOA, so you should be ordering a hefty supply of Christmas goodies to stock your cranes or add to your redemption display.

The AMOA is a superb time to talk with companies you may never have contact with during the rest of the year—the support and supply companies. This year there are more than usual. Get to know the people you are buying parts and supplies from. You can also see exhibits on sound systems (especially now with CD jukeboxes) and lighting for your locations.

"This year, perhaps more than previous shows, the focus will be swaying over to other types of equipment."

And speaking of jukeboxes, not only will you see the latest equipment from your favorite companies like Rowe, Pioneer, NSM, Wurlitzer, Rock-Ola, Carson City, Micro, and Seeburg, you will also be able to hear all about the future of 45s and CDs from experts at the seminar, "The Future of Music: Vinyl, CDs, and Video Jukeboxes." Everyone operating music or

Leagues and tournaments have been sweeping the industry the last few years, so it may be a good time for you to consider linking up with one. After attending "Dart and Pool Leagues," you can visit the booths of those selling pool and dart games, and those companies selling related supplies. It may be time to upgrade your equipment. And while you are think-

planning to should attend.

There is a lot of information and misinformation floating around about what to expect from the record companies. Exhibitors like Central South One Stop and Mobile Record Service, who sell music to jukebox operators, can also answer some of your questions.

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ing along those lines, consider air hockey or foosball tables as a money-making addition to your route.

But we certainly don't want to overlook video games since there will be quite a few to choose from. Last year there were nearly 60 video games on display. There will more than likely be as many this year for your buying pleasure.

American Sammy will show a vertical kit called *Sky Masher*. It's a two-player interactive action adventure. The player uses a joystick and two control buttons to maneuver a flying vehicle through enemy terrain. He must get the bad guys before they get him. The player can get extra shields and weapons with extra-point shots.

In addition, American Sammy will show *Pushman*, a horizontal kit described as a "thinking game." Also a puzzle theme, players must fit blocks into holes to complete a maze.

American Technos keeps the challenge alive with *Double Dragon III, Rosetta Stone*. The action again involves Jimmy and Billy as they make their way back from their journey. They meet a fortune teller who tells them to collect three Rosetta stones, go to Egypt, and fight with the strongest enemy in the world.

Capcom has been on a roll lately with some top games like *Final Fight*. The company will show *Magic Sword*, which is already getting rave reviews. Set in medieval times, this kit features 50 levels of play with two separate endings. The player must defeat the evil lord Drokmar, who has been corrupted by the dark side of the black orb.

Capcom will also offer *Carrier Airwing*, a kit with a flying shoot-'em-up theme. The player pilots an aircraft battling deadly enemies before they shoot him down.

Data East will be showing *Super Burgertime*, *Cliffhanger*, and *Cosmo Games*. In addition, although not a clue could be given at press time, company sources did say that there will probably be a few surprises. I know we'll be at the Data East booth to find out what's there.

Atari will show *Pit Fighter*, a game it introduced recently, and a compact version of its mega-hit, *Race Drivin'*. In addition, for operators looking for that perfect bar piece, get ready for *Shuuz*. This is a kit with a horseshoes-playing theme and track ball control. The company calls it a friendly bar piece with no complicated instructions, ideal for one-handed play.

We've been so pleased with the success of Fabtek and are expecting something exciting. Unfortunately, they were hush-hush about Fabtek and Irem product as we went to press. Of course, it just makes you want to get over to the booth even more!

Jaleco will introduce a game with a fascinating name, *Cisco Heat*. It's a dedicated single-player driving game in upright or simulator cabinet options. With a steering wheel control, the player participates in a rally race of police cars on the streets of San Francisco, from the Golden Gate Bridge to Fisherman's Wharf.

"Video poker machines should garner an unusual amount of attention."

Konami has a hard act to follow since its tremendous success with *Turtles*. The newest addition to Konami's video line-up is *Over Drive*, a stock car racing challenge. The player must negotiate hairpin turns and dodge other vehicles, buildings, and cliffs to get to the checkpoint to allow him to continue on.

Konami will also show *Escape Kids*, a brand new game featuring an obstacle course. Kids must run around a track three times, picking up various prizes to increase their score.

Punk Shot will also be featured at the Konami booth. A four-player interactive kit, this street basketball game challenges players to choose their turf. Players can select downtown alley, local park, or dock side locations. There are no rules in this street smart competition.

Leland may have been a little disappointed in *Pig Out*, but they are coming back with a vengeance. In *ATAXX* players must maneuver their "globs" into position to capture their opponent's globs using a trackball control.

Brute Force features three-player action adventure, nine dastardly villains, and more than a dozen weapons. The player is alerted to crimes from the video store by Cindy Summers, who describes the dirty deeds. The player chooses one of three bad guys to portray to fight the bad guys.

Nintendo has a resounding hit with *Dr. Mario*, the first game for the VS. System in over two years. Although the company has been concentrating on its PlayChoice System (look for the updated graphics featuring the Nintendo logo much larger than before), there are still many of the VS. Systems in operation. *Dr. Mario* is also available for the PlayChoice.

Romstar, featured on our cover this month, is showing *Out Zone*, a two-player vertical kit with a space rescue theme. Returning from a dangerous mission, the game's characters find their space outpost invaded by enemy forces. Their job is to annihilate the enemies with bombs and firepower.

But that won't be all from Romstar; get over to the booth to see what other surprises await you.

Strata Games will show *Strata Bowling*, featuring three games—regulation bowling, Flash, and Strike—in a vertical upright or countertop; *Golden Tee Golf*, a joystick version with three courses of challenging golf play; and *Hot Shot Tennis*, a vertical upright, countertop, or cocktail split-screen with simultaneous two-player action.

Taito will introduce two dedicated games, *Air Inferno* and *Space Gun*. *Air Inferno* is a helicopter simulator challenging players to fly a helicopter while putting out fires at various levels of play. The final goal is to save an archaeologist in the desert.

Space Gun is a space monster shooting game. The player is a commando from Earth out to save the planet from the bad aliens. But, again, this may not be all.

Sega has been the leader in ride-on simulator games, and it will be showing its latest, *G.P. Rider*, a two-player interactive motorcycle racing game. Players are pitted against each other on a challenging race track. The excitement comes from the choices in techniques the driver uses to emerge the winner.

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* Not shown in photos.

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Sega will also have *Ghost Hunters*, a three-player gun game, featuring laser guns mounted on a unique cabinet. The players must shoot the bad ghosts in a variety of locations, for example, hotels and graveyards.

I-VICS is the subject of one of our company profiles in this issue. Although it's not a household word—yet—the games the company will be showing should fit into about any operator's route. First is *Birdie Try*, a kit designed for cocktail tables and also available for uprights. The golf course features all the effects such as wind, hooks, and slices. It begins with some simple holes but the excitement and challenge builds.

The company did not have details but did say that it would probably be showing two other kits.

Tecmo will be showing *Twin Kaiser*, a space battle game; and *Super Pinball Action*, which puts the world of pinball on a video screen. In addition, it'll be introducing two novelty/redemption pieces.

Namco, a well-known name in coin-op circles, will be marketing games under its own name. Recently, the company sold its shares of Atari Games back to Warner Communications and took over Atari's arcade chain. Namco, the genius behind some of the true classics of the industry, will be showing two games: *Final Lap II*, which continues the adventure from the original game, adding four new courses; and a vertical kit, *Dragon Saber,* an updated version of *Dragon Spirit*.

Williams will bring *Hit the Ice*, a new dedicated hockey-themed game. It's a four-player, horizontal monitor format with realistic, not cutesy, graphics.

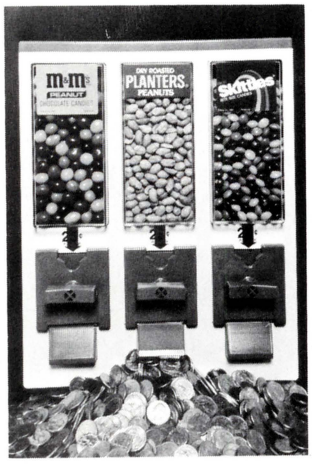
SNK plans to show additional new software for the *Neo-Geo* system. The titles are: *King of the Monsters,* featuring monsters taking over Japan; *Puzzled*, a two-player puzzle piece game; *League Bowling*, bowling game using the multi-link feature; *Cyber-Lip*, a futuristic setting with fighting robots and androids; and *Super Spy*, players must get to the 16th floor of the building and destroy the enemy.

Along with the new titles, SNK will also be showing the original games for the system. The company also announced that it will unveil the latest addition to the MVS cabinet family.

Wait until you see the impressive line-up of pinballs. First, for those of you who can't get enough of Bart Simpson, there's *The Simpsons* from Data East. Premier will feature *Deadly Weapon*, the third in the SL line. Midway will feature *Dr. Dude*, a "way cool" pinball offering some new features. And Williams will have *Riverboat Gambler*, described as a sure-bet for bar, street, and game room locations.

While this is just a sampling of what you will be seeing at AMOA, we will have in-depth coverage of games shown in our next issue. Enjoy the show! □

ULTRAVEND



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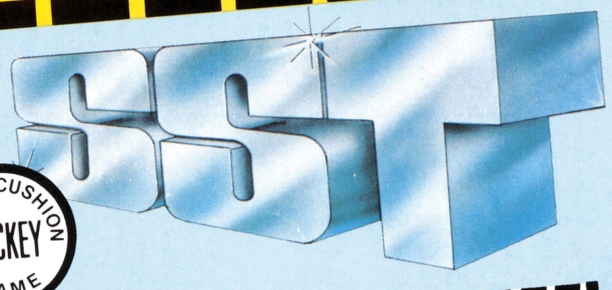

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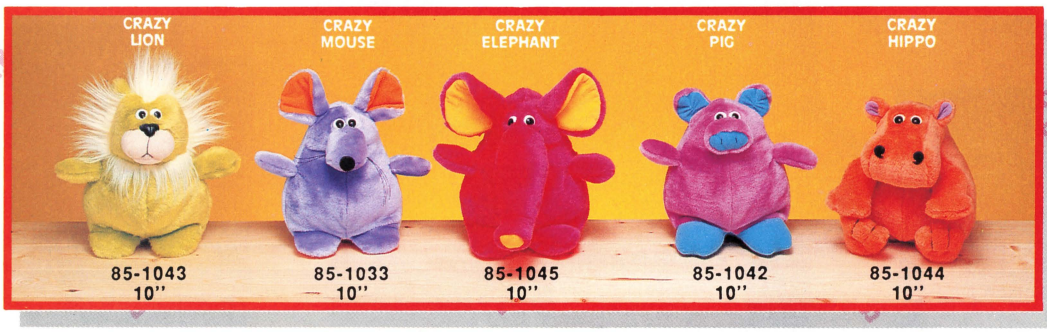

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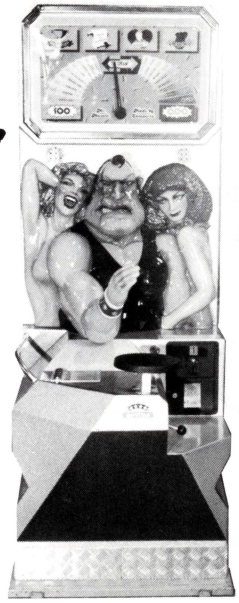

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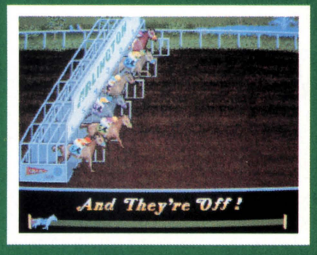

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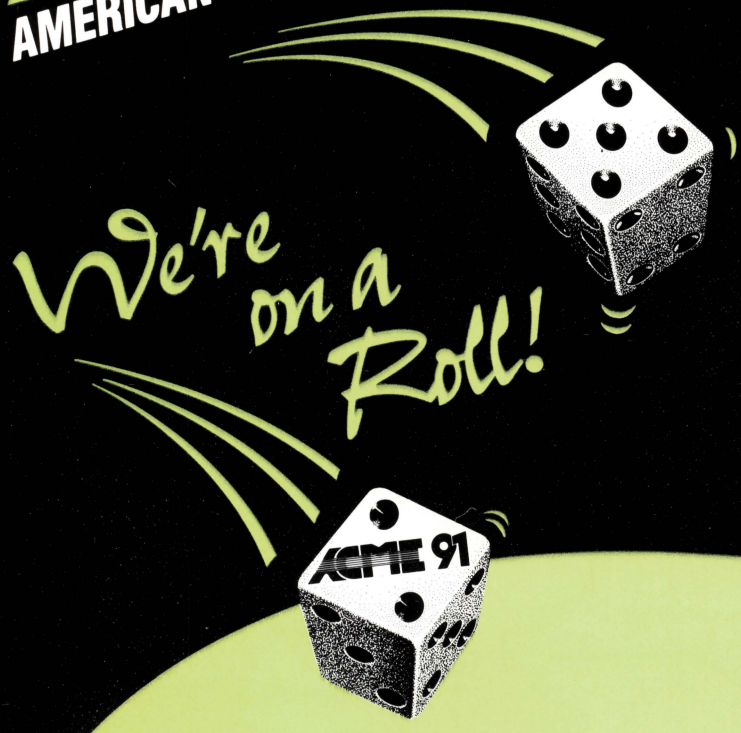

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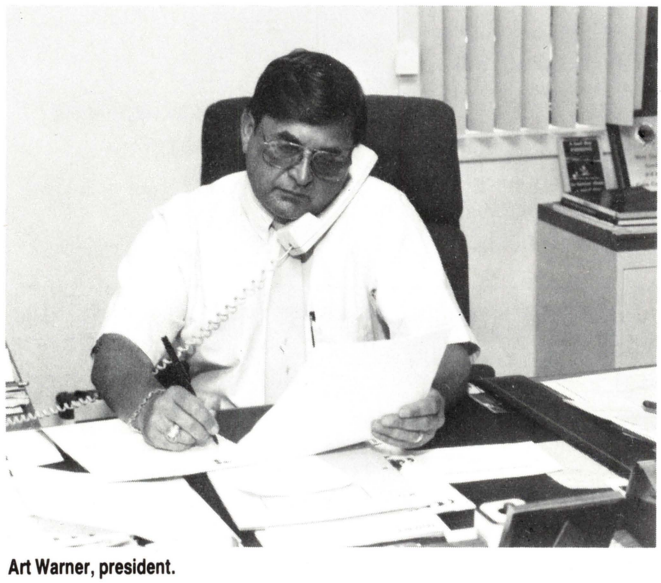

Art Warner, president.

Wylie Irwin, secretary/treasurer.

Flashback to AMOA Expo '83: Art Warner and Wylie Irwin address a crane seminar and advise the audience that redemption games are not a fad but the real future of the industry. Today, their words have proven true and they smile when hearing redemption games referred to as "hot new equipment."

Warner and Irwin both feel that it just took time to convince the rest of the world of something they had already learned on the New Jersey shore. Ticket and token award games are second nature to them and many members of their staff at Coin Concepts Inc. of East Brunswick, N.J.

First-hand knowledge of redemption arcade equipment and management has provided the experience needed to sustain the company, which introduced its initial products in the fall of 1988. Adult-themed games came first, including *Rebound, Lotto Fever,* and *Five Card Draw*. Then came the "kid zone" games such as *Jr. All American Basketball* and *Toss Em*. The company's product list totals 14 games. Several new, family-themed games will be introduced soon.

The company's recent move from a 5,000 square foot facility to one with 10,000 square feet of space is a firm testament to its success.

Although Warner, president, served as spokesman for the company, he expressed views held by all the employees. A team effort and constant communication are company bywords. Every department has input when it comes to new product. Said Warner, "Because of our employee structure—where all have practical experience in running arcades—we have a full understanding of what's needed to make a game a success."

Aside from equipment, what does he think is the greatest need in the industry today? Warner responds: "The biggest need comes in the form of education. We feel that competition with other entertainment choices means added competition for coin-op. The business has become more sophisticated, requiring us to be more prudent business people.

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Joe Tunney and Rhonda Fletcher, sales representatives.

Checking blueprints, (l-r): Wylie Irwin, Jeff Lankiewicz, and Art Warner.

Jeff Lankiewicz, operations manager.

Beverly Hugle, bookkeeper.

players you want to attract. Proper percentaging and prize merchandise is a key element. The amusement industry has lost some of its player population. Redemption brings that population back to the locations, both stabilizing and increasing income.''

Following this line of thinking, Warner and other staff members have been conducting seminars nationwide to bring the redemption message to distributors and operators. The more redemption is understood, the easier it is to do a proper job of selling the products.

In addition, Coin Concepts offers a consulting service to help operators select the proper mix of redemption equipment for their player base. Warner feels that redemption equipment can cure the ''waning income'' blues.

Here's one case history: A large amusement center chain added its first redemption arcade six months ago, giving Coin Concepts 1,000 square feet of space and a free hand. The company selected and set up games and even provided expected income numbers prior to opening day. Because of the venture's success, the chain has awarded Coin Concepts several thousand additional feet of space.

According to Warner, ''Demand for redemption games is on the increase. In the United States, we see an expansion in the Midwest, which has been slow coming around to redemption. On the international level, Mexico and Canada are emerging markets. Inquiries have also come from Australia, New Zealand, Israel, and the Far East. There is also interest in Europe, where our 'kid zone' games and *Rebound* have done well.''

What kind of operator feedback does Coin Concepts get? ''Return on investment is cited as the number one plus,'' said Warner. ''Today, most of the successful games being produced are priced in the $8,000-$10,000 range. They must produce high numbers in a relatively short period of time. Very few operators can afford them, at least not in multiples. Most operators have a small budget and space limitations. A redemption game won't become obsolete. You clean it, keep it looking good, fill it with tickets, watch the

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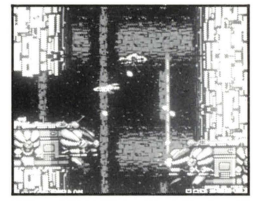

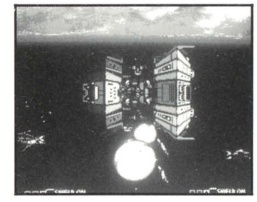

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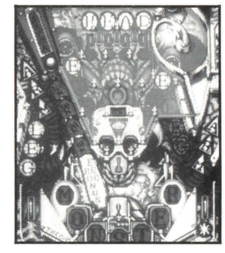

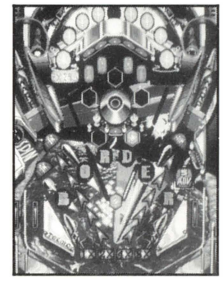

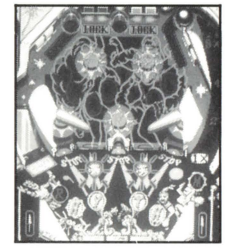

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Connie Fallon, office staff.

A typical staff meeting and brainstorming session.

percentage of award, and it will earn forever.''

Coin Concepts seeks to provide games for the entire family at a reasonable price. ''These games are timeless,'' said Warner. ''They can be operated profitably for years to come and should give good, steady income. The most difficult part is anticipating market demand. We don't want to be in short supply. Our lead times are longer than a few weeks.''

What's involved in the game development process? First is the conceptualization, with brainstorming sessions involving several departments. Then engineering and programming enter the picture, followed by actual mechanical assembly.

''Normally, from the time we conceive of an idea until the game becomes a reality is about one year,'' said Warner. ''We pre-test for four or five months, sometimes with several working prototypes to be sure we've covered every aspect. Since we're on the East Coast, we don't just rely on 'those New York numbers.' We test in several other areas.''

Warner is quick to stress prudent operation of redemption games. ''Give players a fair chance. We recommend a minimum of 25 to 35 percent return to customers. A word of caution—the games earn well only if merchandized properly; the two go hand-in-hand. Offer a wide range of quality redemption prizes, from small to large. Don't be afraid to upgrade the prizes; low-end merchandise doesn't encourage repeat play.''

Coin Concepts keeps space limitations in mind when designing games. Warner is ''amazed that the size of the average game room is under 2,000 square feet. Because we are service-oriented, we get many calls from 'mom and pop' operations. We've earned a reputation for working closely with operators. We don't just sell the games, we follow-up with letters and phone calls. We're in the process of organizing a newsletter to continue the education process after the sale.'' Although not in the merchandise business itself, Coin Concepts advises operators on types of prizes and a list of suppliers.

Operators make an investment in inventory with redemption equipment. Commented Warner, ''To run a successful redemption operation, you can't have only four to six games feeding the redemption center or you won't have a turnover of prizes. Those few games won't support the investment needed for better prizes. Redemption is hard work; it's a commitment.

''We recommend a minimum of 20 units for a good redemption area. Redemption should represent 30 percent of the total number of units in a game room. Operators will find that the income generated from that 30 percent will account for about 60 percent of the entire game room revenue.''

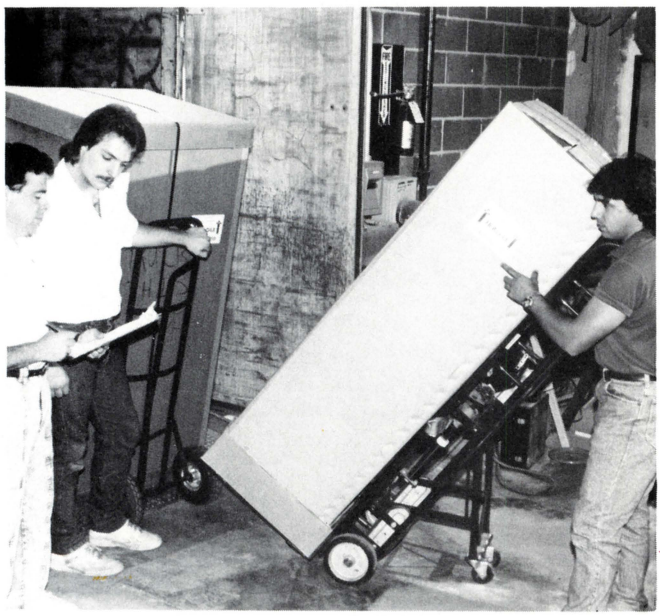
Warner added, ''None of us at Coin Concepts believe that pinball, video, billiards, or other equipment should be removed from a game room. Redemption supplements the game room and stabilizes the income.''

Does Warner see any industry trends ahead? ''Family amusement centers and sports complexes that include redemption arcades are definitely on the rise. We've seen large free-standing complexes pulling in players from nearby towns. An important aspect in these centers is a snack bar to keep customers in the location, as well as party facilities for youngsters and adults. Our general advice: whatever type of location, pay attention to your business; be imaginative and promotion-oriented.''

In addition to Warner, the staff at Coin Concepts includes Richard Silverman, vice president: Wylie Irwin, secretary/treasurer; Rhonda Fletcher and Joe Tunney, sales representatives; Bob Schneider, technical service manager; Dan Zych, parts manager; Jeff Lankiewicz, operations manager; Carl De Venio, sales and production; Beverly Hugle, accounts payable and receivable; Jim Moffat, technical service; Anthony Frusco, George Santana, and John Powers, shop; Lonny Warner, parts; Connie Fallon, office support; and Marlene Crucis, office manager.

Together they are responsible for creating, marketing, and servicing a full line of skill and novelty/redemption games to suit an industry eager for such products. □

Toss Em, one of the "kid zone" games from Coin Concepts.



In the warehouse, (l-r): Carl De Venio, Anthony Frusco, and George Santana.

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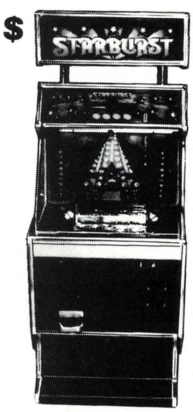

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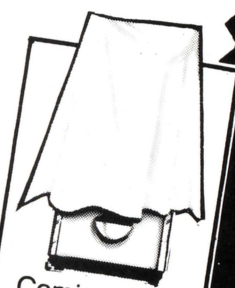

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NCCOA boasts tremendous support

When the North Carolina Coin Operators Association held its annual meeting and trade show in Charlotte at the end of September, it seemed *everybody* showed up. Maybe that doesn't strike you as all that surprising, but there are very few state shows that can claim the support this group has. When asked the secret, one operator said that the distributors in the area work very hard and encourage operators to participate.

The association recently was faced with taking a stand on 8-liner machines. "If we don't police ourselves," legislative committee chairman J.B. Reaves said, "then we will be policed." These prophetic words summed up the board's decision to take a firm stand against the machines. "We haven't had a problem, per se, with them," noted one board member. "But we can see that they may cause us lots of problems later on. Taking this stand now could save us trouble in the long run."

Operators agreed that 8-liners were not prevalent in the state, and all were satisfied with the decision. As for video pokers in North Carolina, they are legal for amusement only. The attorney general issued an opinion placing the burden of proof of gambling with the state. "Just because a game's there doesn't mean it is used for gambling," stated the opinion.

The state association has been working closely with Michael Chapin of the Alcohol Licensing Enforcement Agency. Chapin was at the show to congratulate the association on its cohesiveness and assure members that he was there to help. "Most of the time when we are involved it is because of video pokers. We are trying to understand what is involved," he said. Chapin added that his office often gets complaints of pay-outs and must investigate them.

Bobby Earp, association secretary, noted that his office has gotten a lot of calls concerning video pokers. Steve Henderson of Operators Distributing is heading up a committee on them.

I-VICS' Leroy Hancuff and Betson's John Margold flank Play Meter editor Valerie Cognevich's daughter, Becki Mitchell.

The Spencer family, (l-r): Tracy, Earl, Judy, Cameron, Karen, and Kelly.

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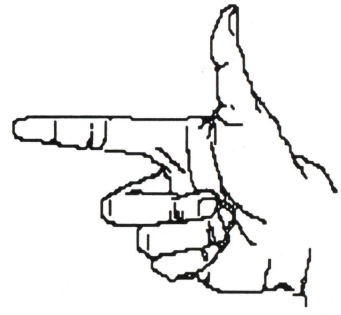

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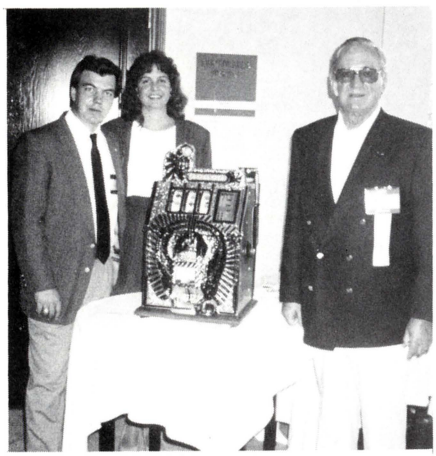
On a lighter note, the ladies' luncheon was certainly the place to be Saturday afternoon. Henderson did an outstanding job as the emcee for a unique fashion show. While the ladies waited to be shown the latest fashions for the year, the models were growing restless to strut their stuff.

After the first model strolled from behind the curtain, it was obvious no one would be beating down fashion house doors for these styles! The models? None other than members of the NCCOA board of directors, including Miltina "Milton" Brooks, Barbie "Bobby" Earp, Garlando "Garland" Garrett, Barb "Bob" Hauser, Jasmine "Jim" Thorpe, Blairine "Blair" Norris, and Howina "Howard" Cole. None of the wives knew the plan and were screaming with laughter along with the rest of the women. A video tape of the one-of-a-kind event was played at the banquet the next night. The guys will *never* live this one down.

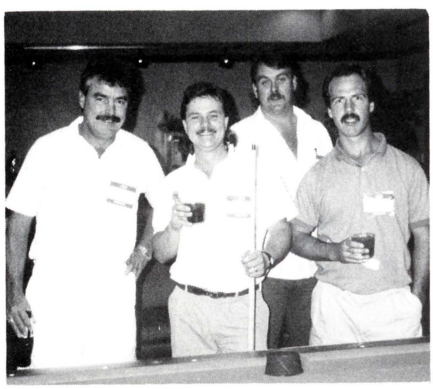
One funny related story: while the "girls" were putting on their make-up, pantyhose, dresses, and wigs, there was a fire alarm at the hotel. They decided they would rather burn than face everyone outside! Of course, we can just picture the firemen finding them! □



Winners of the slot machine, Greg and Marsha Green, with Garland Garrett Sr. (r).

Proud first-time grandparents Mary and Steve Henderson with their daughter Gina, son-in-law Jeff, and new granddaughter.

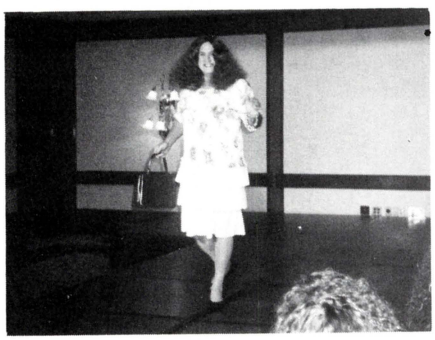
Brady Novelty's LeeAnn Bullard with her son Ryan.



The happy winner of the pool tournament, Mike Kendale (with stick) of Godwin Music, with, (l-r): Tom Thomason of T & R and Tim Dale and Phil Evans of Godwin Music.

Jay Clark (l) and Michael Mimms of Palmetto.

AMOA secretary Craig Johnson pulls a winning ticket for one of the many prizes as Bobby Earp announces winner.



Jasmine "Jim" Thorpe like you'll never see him/her again!

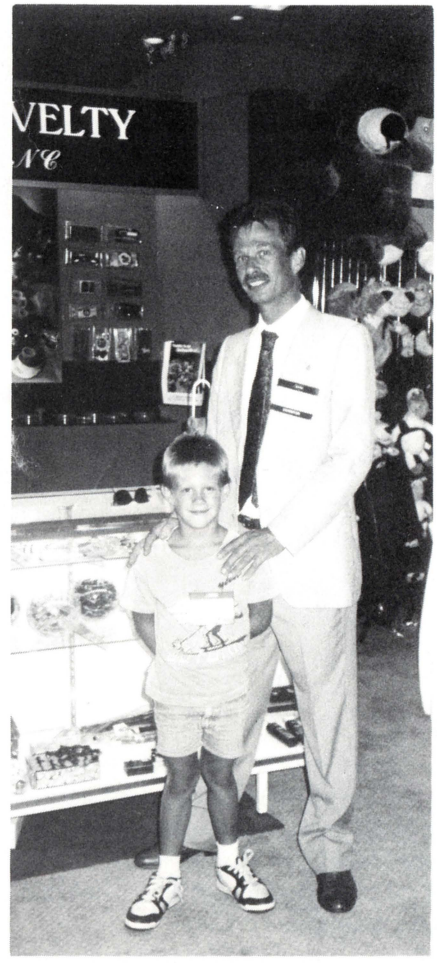
Joe Dillon of Williams/Midway chats with Operators Distributing's Steve Henderson.

With their adorable son Charlie and a few cute cuddlies are Sharon and Allen Justice of A.L.D.

Data East's Pete Gustafson with good friend Dan Jackson.

J.D. Heath of J.D.'s Music was the high bidder on this Rowe jukebox.

At the Pars Electronics booth, from left: Matthew Donatto, Bryan Bakhtivari, John Hafezi, David Levell, and Sandra Burch.



Brady's Dave Horn with son Daniel.

Diane and Mike Seibert (r) of Design Plus with Operators Distributing's Dick McCannell (c) and Julian and Amanda Cox.

The larger facilities reflect Coin Controls' growth.

Coin Controls hosts open house

Coin Controls' new offices in Elk Grove Village, Ill., was the place to be on Aug. 8. The company hosted an open house to show off its new facility to its valued customers and have a little fun at the same time.

From 5 p.m. until after midnight, over 100 manufacturers, distributors, and operators ate, drank, and socialized. Rick Currie, president of Coin Controls, said he was very pleased with the support he has received from his customers. "Thanks to all who came out to celebrate with us," he said. "Those who couldn't make it to the open house are invited to visit us in our new offices at their convenience."

The new location is nearly twice the size of the old building and is located just blocks away. The move reflects Coin Controls' need for a larger, more modern facility as it develops new products and continues to look for better ways to serve its customers. ☐ *(Photos on 104 and 105.)*

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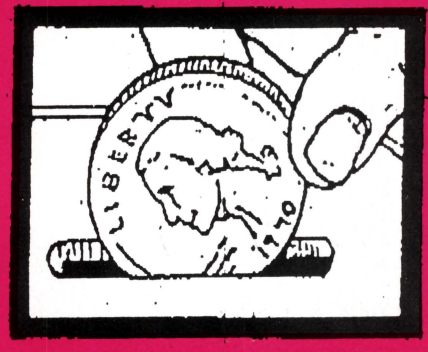

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L-r: Gil Pollock of Premier, Bill Rickett of Dynamo, Jim Roberts of James Industries, Dave Marofske of Grand Products, and Rick Currie of Coin Controls.

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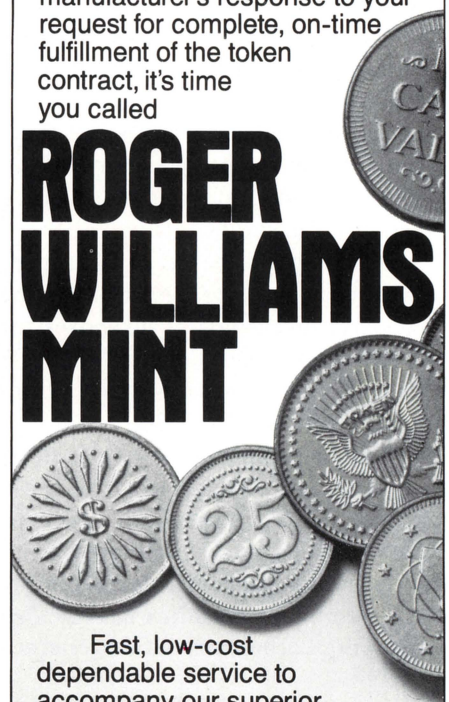

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Jukeboxes sound like a good idea to Micro Mfg.

Since its inception in 1989, Micro Manufacturing has based its identity on the manufacture of video poker, 8-liner, and change machines. Business has been good; in fact, the company's sales have doubled in a year's time. Figuring, though, that standing pat was no way to ensure continued success, president Jon Yarbrough decided to enter the jukebox market last January.

The company, based in Lavergne, Tenn. (on the outskirts of Nashville), is the exclusive distributor of jukeboxes for Great Britain's Sound Leisure. The all-CD *Route 66* was exhibited in Micro Manufacturing's suite at ACME '90.

"I'm always looking for ways to diversify within the coin-op industry," said Yarbrough, who's been in the business since 1979. He ran Coindata, which imported arcade game kits simultaneously with Micro Manufacturing until the *Red Baron* parallel board case was overturned on appeal.

"Seeing the change-over being made from vinyl to CD, it seemed to me like jukeboxes would be a natural window of opportunity for diversification," he continued. "I went over to England for the ATEI show with the idea of hooking-up with a company over there, either to import their boxes or import their technology and do the manufacturing here. Sound Leisure was recommended by several of the suppliers to the jukebox industry."

Sound Leisure has been manufacturing jukeboxes for 12 years. The company has sold over 4,000 units throughout the United Kingdom and Europe in the last 18 months. It was eager to find a distributor for the U.S. market. In stepped Micro Manufacturing, and the rest, as they say, is history.

Flanking the company's new *Cherry Bonus*, (l-r): Linda Debord, Richard Debord, and Judy Steakley.

A wide range of CD jukeboxes, including *Route 66*, will be displayed at Micro Manufacturing's AMOA show booth. Sound Leisure's Alan Black and Kevin Moss will be on-hand to explain their features. (They may also bring along some new novelty/redemption pieces.) *The Ritz* has art-deco colors of pink and green. Black says the unit, which came out in England in Febuary, is ideal for wine bars and upscale cafes.

The *Mardi Gras* model, which is still in prototype form, will hold either 32, 50, or 72 discs. "When an operator puts a box on the street, it can't look half-full," Yarbrough said. "Sound Leisure designed the display system so that the jukebox always looks full, whether you have 32, 50, or 72

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CDs in there.'' Added Moss, ''This jukebox will be an ideal start-up unit for operators with a low budget.''

The *Tudor* and *Regency* are console units that are essentially the same, save for color differences. These models can be installed separately or as one unit, with a wallbox on top of the console. Said Black, ''These jukeboxes are designed for upscale locations that wouldn't ordinarily have one.''

Unlike other jukeboxes on the market, which have cabinets constructed primarily of metal, Sound Leisure's are essentially made of wood. Considering the already formidable competition out there, what niche does Yarbrough plan to occupy to capture operators' attention?

''I think operators will buy these jukeboxes because they're high-quality, simply designed, reliable, and unique looking,'' he said. ''The advantage of building these units with wood is that wood looks better. Wood isn't as strong as metal, but our boxes are still well-constructed.''

''I think this industry will see credit-playing games phased out in favor of the video lottery machines.''

Black added that the Sound Leisure boxes have an advantage in that they're smaller than most. This attribute has proven ideal in the U.K., where the pubs often get jammed with people. These locations don't want to sacrifice too much space to a jukebox, Black explained, so his company's product is welcomed. He's confident American operators with similar space constraints will feel the same as their British counterparts. Ideally, Yarbrough says, jukeboxes will one day account for 30 percent of Micro Manufacturing's sales.

Jukeboxes aside, Micro Manufacturing's bread and butter has always been credit games—video poker machines and 8-liners. Yarbrough forsees an industry shift away from these amusement-only devices. The future: video lottery terminals for states with legalized video poker.

''We've got four engineers working on video lottery terminals,'' he said ''We haven't applied for any licenses anywhere, because our product isn't even half-way completed yet. We're now selling the

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amusement-side poker and 8-line games that we license from Yamate, Wing, and Dyna Corporation of Japan, but our engineering and development is concentrating on video lottery product.

"I think this industry will see credit-playing games phased out in favor of the video lottery machines, which could comprise both pokers and video slots. I anticipate gray area games being consumed by these legalized machines. Right now, at Micro Manufacturing, our breakdown is about 75 percent 8-liners, 25 percent video pokers. But a video lottery gives you a bigger market. With video lottery terminal product, we'll be able to reach more states than we are now with our pokers and 8-liners."

Among the new credit-playing games to look for at the Micro Manufacturing booth are Wing's *Skill Chance* and *Lucky 21* and Dyna's *El Dorado*.

As was mentioned earlier, Coindata pre-dated Micro Manufacturing, then operated as a sister company until the parallel board controversy led to its closure. Yarbrough says he'd consider getting back into the parallel arena if they should ever be legislatively declared legal by Congress.

"Importing used board kits from Japan all seemed perfectly fine to me, but then the *Red Baron* case got reversed on appeal," he said. "I'd like to be able to operate parallels again. I think we need to be moving toward a world economy, where every businessman in the world is free to trade with one another. Only that way can the consumer get the best product at the best price."

Micro Manufacturing employs 60 people, and they have a closeness that most company's would envy. This family atmosphere is fostered by a weekly volleyball game held after working hours.

"We started doing this three years ago," Yarbrough said. "Every Wednesday I buy food and refreshments—pizza, beer, Cokes, things like that—and bring it out to the volleyball court. This summer we added lights out there, so the matches last sometimes as late as 10 p.m. It's a great release of pressure and a good morale-builder. Everyone has a fun time."

Among the employees are Richard Debord, manufacturing manager; his wife, Linda Debord, material controller and personnel manager; Pat Chilson, publishing technician; Mark Brown, product development manager; Troy Fuqua, engineering director; Judy Steakley and David Beasley, sales; Ginnie Bittikofer, bookkeeping supervisor; and Gene Gingrass, service manager.

"The advantage of building these units with wood is that wood looks better."

With dedicated employees and quality product being readied for a waiting market, the sky is the limit for Micro Manufacturing.

"Our aim is to give our customers the most reliable product we can, and to back it up with the best service possible," Yarbrough concluded. "We don't expect to get all of the market. We feel that operators get a better value with Micro Manufacturing, though. That's why our company has grown so much.

"A lot of companies have tried to work out of their garage and offer bargain-basement prices. But they can't fix your board when something goes wrong, or they try to get by with cheaper components. The operator is happy that he saved money at first, but in the long run he realizes that it's cost him more. Over time, our customers have come to expect highly reliable product, a fair price, and top service from Micro Manufacturing. And they get it." □

Micro Manufacturing's Pat Chilson (l) and Jon Yarbrough beside Sound Leisure's *The Ritz* jukebox.

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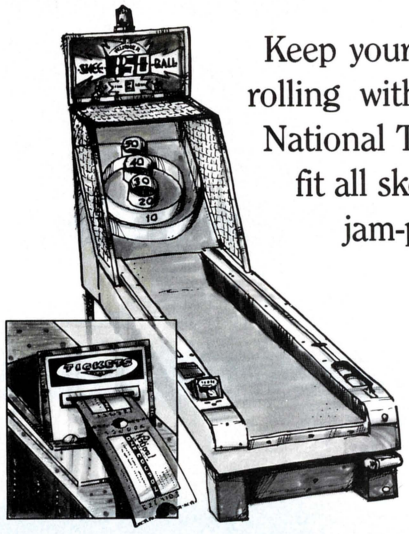

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Dynamo stages Minnesota, California tournaments

Dynamo, Lieberman Music, and American Amusement Arcades co-sponsored the 1990 Minnesota Amateur Air Hockey Championships on July 14, with $3,000 in cash and prizes awarded to players. The event was held at Circus Restaurant & Arcade in Brooklyn Park, near Minneapolis.

Steve Lindsey defeated Sheldon Silva in the finals to capture the state title. Third place went to Vern Lovdokken, followed by Len Shoquist and Dan Lamey. Tom Schmidt took top honors in the Junior Division. John Cao and Dwayne Horstman finished second and third, respectively.

Prior to the tournament, on July 11, current national champion Tim Weissman and two-time champ Mark Robbins conducted an air hockey exhibition as part of AAMA's "Games Within the Games" charity promotion. It was held in conjunction with the 1990 U.S. Olympic Festival in the Twin Cities. Three local TV stations showed footage of the action, along with other coin-op equipment there.

1990 California Open

Air hockey competitors played for $5,000 in cash and prizes at the 1990 California Open, held on July 21-22 at the Keystone Family Entertainment Center in Mountain View. Sponsorship was provided by Dynamo and Keystone, with additional support from Aladdin's Castle and Galaxy Game Center. Preliminary qualifying tournaments were held at a number of locations in the Bay area.

Weissman and Robbins, fresh from their exhibition in Minnesota, met in the California finals, with Weissman prevailing. Third place went to Vince Schappell, with Jason Stevens taking fourth.

The Expert Division honors went to Billy Villalbax, followed by Todd Inouye and Aziz Mourad. Gene Alvarado captured first place in the Intermediate Division; Bob Herzberg and Dimitrius Paterakis took second and third, respectively. Mike MacKinnon won the Amateur Division, followed by Chris Cannon and Fernando Rosa.

Keystone owner Bob Szabo is planning further air hockey promotions and regional tournaments, enhanced by the opening of his new Mountain View location and its three Dynamo tables.

For more information on upcoming tournaments and promotions, call Mark Robbins at Dynamo, (800) 527-6054. □

Action from the Minnesota air hockey tournament.

Mark Robbins (l) and Tim Weissman battle in the finals of the California Open.

Bonnie Theard

Myths vs. facts in video gaming

There are a number of myths surrounding video gaming equipment and its possible affect on the community and the coin-op amusement industry. Here are some of the most common laments and answers.

Myth #1: Video gaming machines are a way to get rich quick.

Fact: Unfortunately, this industry will always be plagued by parasites who seek the easy road to financial security. The video gaming business requires good management skills and experience. It is a *high risk* venture, considering the investment in equipment and service personnel. This fact alone should keep out the "Johnny-come- lately" types. The bottom line (surprise!): video gaming machines require hard work.

Myth #2: A new generation of gamblers will emerge since youngsters will be tempted to play the games and become addicted to gambling.

Fact: Every present jurisdiction in the United States with legalized video gaming stipulates that the games be located only in establishments with liquor licenses. Since the legal drinking age is 21, youngsters do not have access to the games. Locations police themselves and monitor customers to be sure underage players are not on the premises. There are penalties for not adhering to the law.

Myth #3: Video gaming and lottery-related activities prey upon the poor, who can ill afford to spend money on wagering.

Fact: Studies conducted on the demographic characteristics of players indicate that most are between the ages of 25 and 44, with at least a high school diploma or one to three years of college and average income levels. Citizens with lower income levels participate to a much lesser degree. A larger percentage of men than women play the games.

Myth #4: Locations will become greedy and kick out the operators in favor of buying their own equipment.

Fact: The demands of service and maintenance can quickly quell the desire to own machines. In South Dakota, the number of operator-owned machines far outweighs that of establishment-owned machines. Over 90 percent of the machines are owned and placed by traditional amusement operators.

Locations have an ideal situation—they share in the revenue but bear no responsibility for purchasing or maintaining the machines. If location management analyzes the situation carefully, they will not want to own the machines.

Myth #5: Gambling pros will seize the opportunity to come in and control a state's gaming operations.

Fact: It is true that companies from Las Vegas are interested in states with legalized video gaming. Like all businesses, they are seeking to diversify. And they know the gaming business well.

But don't sell the local operators short. They have good, long-standing relationships with their locations and most have location contracts. As long as a state builds into its law stringent requirements about who can own the machines, out-of-state interests will not pose a threat.

Myth #6: Video gaming machines make money no matter where or how they are placed.

Fact: Just as in any other amusement game location, care and attention to details make a big difference. For video gaming to be a success, with maximum revenues realized, locations have to get with the program and take care where machines are placed.

The games cannot be slapped against the wall haphazardly, or placed in areas difficult to reach, such as under the TV screen in the corner of a tavern. They should be placed where players don't feel as if they are "on display." A general tip: make the game area attractive and accessible.

Myth #7: Other forms of coin-op amusement will dry up because of video gaming machines.

Fact: There will always be a segment of the market, 18 years old and younger, that creates a demand for standard video games. Manufacturers of that equipment may have to redefine some of their products in the future.

Operators in states with legalized video gaming must first satisfy the local demands for equipment. After becoming financially sound as a result of video gaming success, they will then be able to put profits back into traditional amusement equipment and actually help the industry. □

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John Margold

Star*Land shines bright

Many game room operators with small to medium-sized arcades (up to 4,000 square feet) have looked to the benefits offered by redemption to improve their profitability. In previous months we have explored the values offered by redemption and determined that, among other things, redemption helps alleviate the dependency on "hit" games.

Redemption also offers players something they can't get playing their home videos: prizes. This month we will profile a location that was already diverse, offering a great deal of entertainment to its customers. Here is an example of redemption making an excellent business even better.

Star*Land Amusement Park, on Route 53 in Hanover, Mass. (a suburban town 25 miles southeast of Boston), opened for business in January 1967. Its first attraction was a Go-Kart track, soon followed by a driving range, snack bar, miniature golf, and an arcade.

Hanover is not a big city; the population is around 12,000. However, owner Bob Kilmain has made Star*Land a location able to draw customers from many miles away because Star*Land has never had time to get stagnant. Kilmain consistently has added new attractions and upgraded the existing ones. He gives his customers what they want—new and fun ways to spend their money!

In 1979 Star*Land added four baseball batting cages, followed by three softball batting cages. Within the next five years Kilmain added a radar speed pitch and made several improvements to the driving range, including adding a sand trap. By this time the Go-Kart track had been expanded over 50 percent in length. In 1989 Star*Land added Bumper Boats and a second arcade—the redemption room.

This redemption room is 44 feet by 95 feet, totaling 4,180 square feet. During the summer of 1990, Star*Land added two *Hi Strikers*, an outdoor basketball throw appealing to the "macho" 16- to 20-year-old males who, according to Kilmain, have more than the average disposable income. Upgrading is also a top priority at Star*Land. Every year something is going on to improve the existing attractions: repaving the Go-Kart track, building a new parking facility, or adding light to the mini golf course.

Obviously, Kilmain has definite opinions on how to run an amusement/entertainment complex. For one thing, he

The attractive redemption center is well-planned, appealing, and organized.

Kids can challenge parents to a game and win tickets for prizes at the same time.

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REDEMPTION REPORT

You're never too young or old to enjoy all the offerings at Star*Land.

doesn't "take the money and run." He reinvests company profits to improve the facility. For another, he has a well-trained, professional staff. This is apparent by the cleanliness of the grounds, snack areas, and arcades. "Out of order" signs, if put up at all, do not stay long.

Since the Go-Kart track was the first source of revenue, we used that as the benchmark. According to Kilmain, when golf was added, Go-Kart sales increased. When the arcade was built, Go-Kart sales increased again. When Bumper Boats were added, once again the Go-Kart track registered an increase.

When the redemption center was built in 1989 *everything* increased! Kilmain's goal is to have a location that truly offers "something for everyone." And we believe that he has succeeded. Kilmain believes that if you continue to add more attractions, without neglecting existing ones, families will dig deeper into dad's wallet.

Star*Land is an excellent example of a location that has used redemption to strengthen and expand the concept of a family amusement center. While mom and dad are trying to straighten out their slices on the driving range, big brother may be trying to set the land speed record at the Go-Kart track, and the younger children can be found happily saving their tickets while playing a water gun game, *Wacky Gator, Dribbles Jr.*, or a perennial favorite, *Skee-Ball.*

Even grandma and grandpa aren't left out. They are close at hand, probably on the miniature golf course, to put another five dollar bill in the changer when one of the kids runs out of tokens. Since so much of Star*Land's outdoor activities are geared for the teenager and up, the redemption center places heavy emphasis on games appealing to younger players. *Can Alley, Peter Panda's Pro Pitch, Super Shifter*, and several Meltec games highlight the room.

Naturally, the available prizes at the redemption center reflect the clientele. The selection ranges from one- and two-cent items (so everyone can win something) up to 10-speed bicycles. This past season featured Hanna-Barbera merchandise, items that featured Bart Simpson, and anything with the hot singing group New Kids on the Block. This group, although popular with teens and preteens nationwide, is most popular in their home state of Massachusetts. This is an example of being aware of trends in the area to match prizes with what your customers want.

It has been said that location is everything. And while it is true that Star*Land is an excellent location, it should be noted that giving customers good value, maintaining a top-notch facility, training a good staff, and offering something for the entire family are very important in ensuring success. Just ask Star*Land's Bob Kilmain. □

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Howard Smoyer

Dart leagues: the grand finale!

New dart players who receive their first trophy or award become your best salesmen. Those magic words, "and the winner is..." will bring joy to someone who may have never won anything before. They become heroes; you made them feel special. It's an experience most players will never forget. And they'll tell everyone.

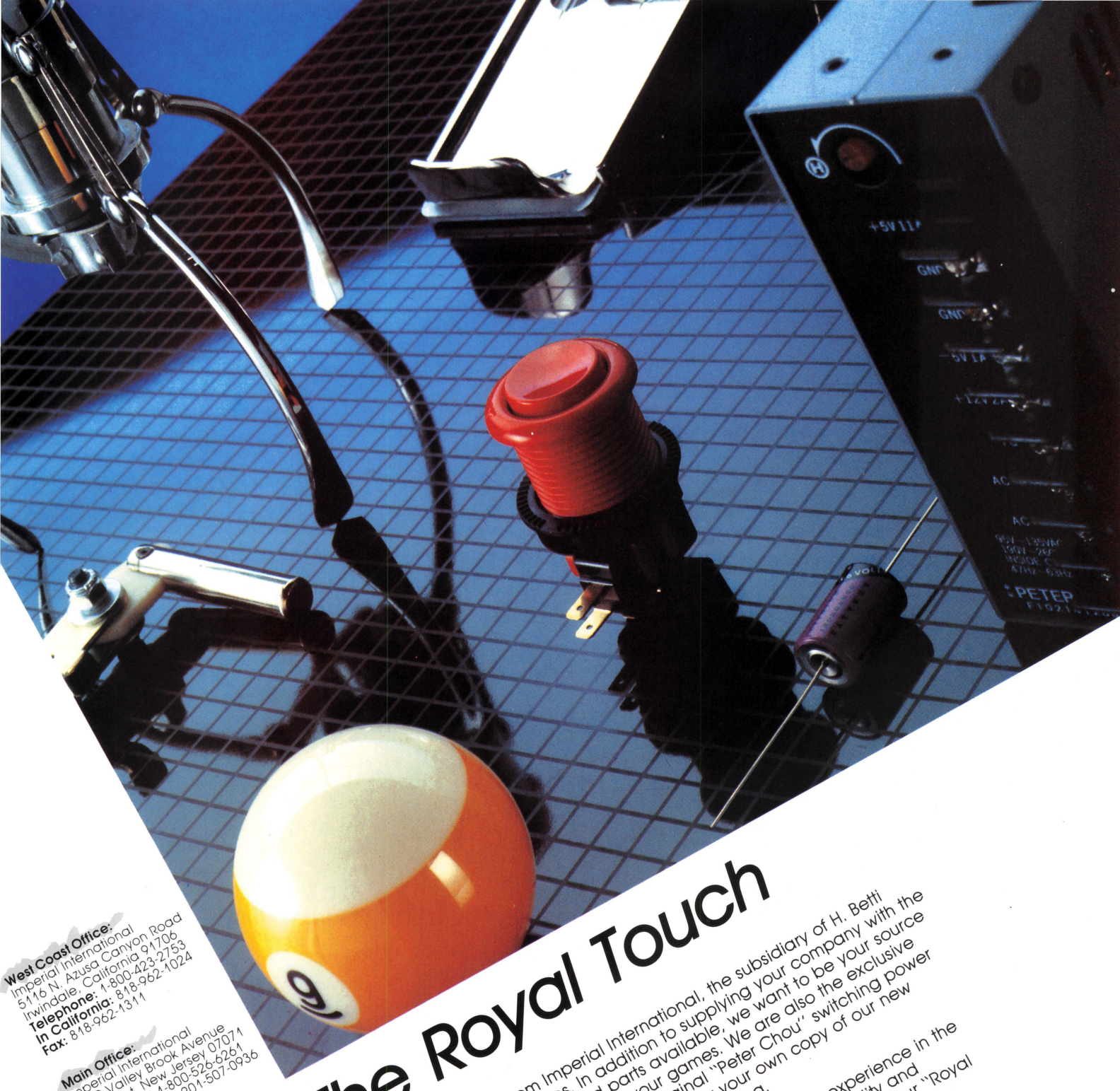
The more winners you create, the more other people will hear about your program and want to participate. Rewarding players with a special banquet and awards ceremony at the conclusion of your league season is a must. For weeks, players have competed on your machines and they deserve recognition for their achievements.

The league-ending banquet and awards ceremony can be as informal as an outdoor picnic or as formal as a sit-down dinner. Banquet funding comes from several sources: the Players' League Fund (weekly dues), sponsor fees, special fundraisers, and/or banquet ticket sales. Many times, banquet rooms are provided at no charge and players bring "pot luck" dishes to keep the costs minimal. It's a players' party, so poll your players and ask what they prefer.

Whatever the decision, make the awards ceremony the highlight of the event. The presentations should take place on a stage or in the front of the crowd, using a public address system so all may see, hear, and applaud the winners. Awards presentations should include trophies for the top

The *Pub Time Darts* league team from the Paradise Club in Omaha, Neb. Rod Scharf, club owner, is backed by (l-r): Julie Sanderson, Nancy Hodges, and Sharon Saniuk.

Recent Draw Doubles winners in the Merit World Series of Darts Midwest Open in Des Moines, Iowa, (l-r): Jerry Nelson of Nelson Music Co., Bill Miller, Janet Hyde, Rick Bianchi (owner of Mr. R's Night Club), and Randy Stanford of G.A.F.F./Superior Sales.



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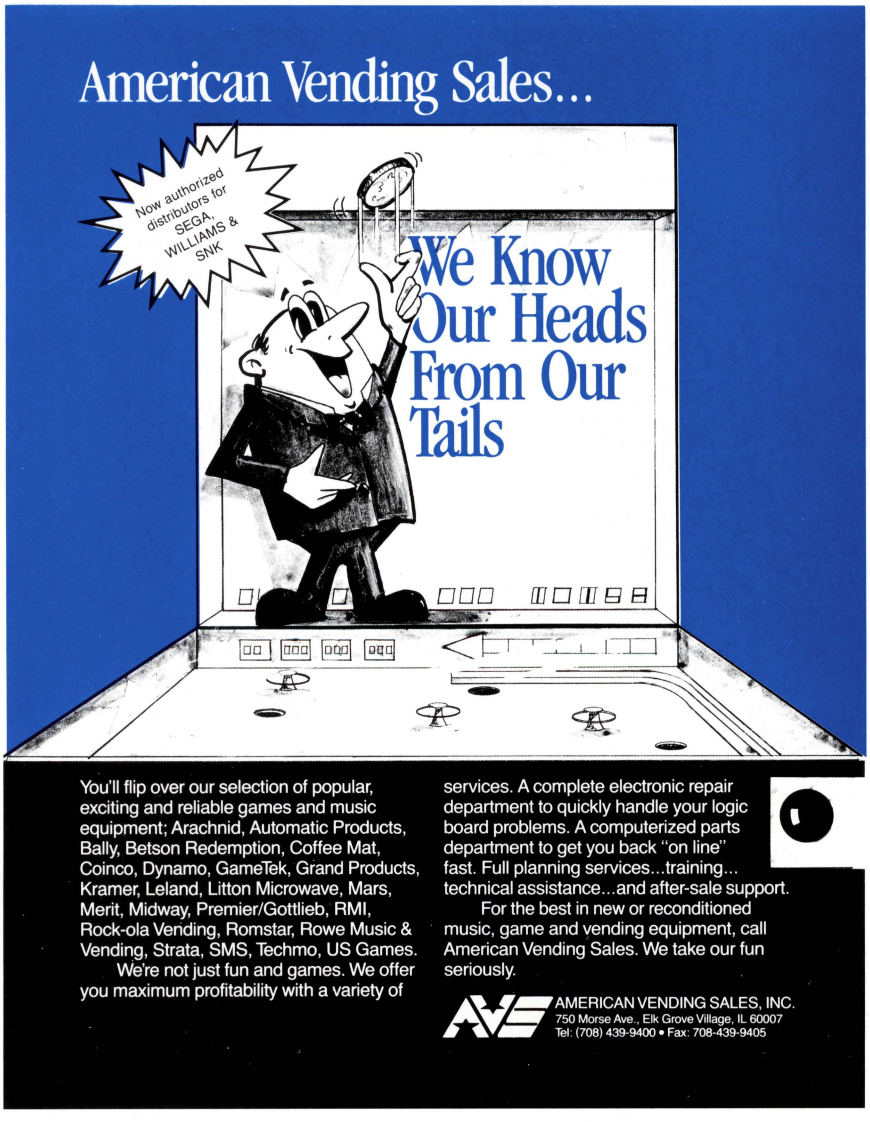
teams, individual player awards, and distribution of Player's League Fund money.

The top finishing teams should receive individual trophies and a sponsor's trophy. Not only will the individual players bring home an award, but the sponsor's trophy will be displayed in the location for all the patrons to see.

During regular league play, track individual player achievements that range from perfect games to special scoring. Award pins or patches to these players for each achievement. Internationally recognized player awards are available to the Amusement and Music Operators Association- National Dart Association (AMOA-NDA) members and are prized by the players. Almost every player in your league will qualify for one type of achievement or feat award.

The Players' League Fund is all the money paid by players as weekly dues. Return this money to the teams in the form of cash awards. Trophies, awards, league operation costs (optional), and banquet costs are deducted from this fund prior to returning money to the teams.

Remaining funds are distributed back to the teams based on the number of wins and losses. For your first leagues, 60 percent of the fund should be distributed for team "wins" and 40 percent for team "losses."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"Anything you can do to make the evening exciting and enjoyable will benefit your future business."

Everyone gets money back and this ensures that teams will complete the season's play, even if in last place. Make a full accounting of income and expenses of the Players' League Fund and make this sheet available upon request from any player.

Remember, this is a special night for players. League operators often contact beer distributors and other sponsors to donate door prizes and small give-away items. Anything that you can do to make the evening exciting and enjoyable will benefit your future business. It all comes back to you since the players will probably sign-up for your next league with their friends!

Take plenty of pictures. Send photos to local newspapers and AMOA-NDA's "Throw Lines" magazine, and post copies in sponsoring locations. Photos also show new locations the excitement and crowds created by your leagues.

Tournament play brings players to new levels of competition over and above the organized league play. Tournaments provide further incentives for players who regularly compete on your machines. Offering tournaments to your players will

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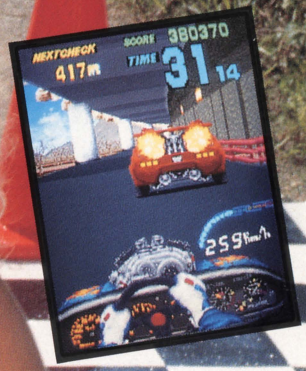

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Over Drive offers excellent graphics and realistic sound effects, which add to the player's enjoyment. In addition, the player is able to choose his background music at the beginning of the race. Throughout the game, the screen shows the driver his score, speed, distance to the next check point, and time remaining, so he can pace himself. Any time remaining after reaching a checkpoint is added to the player's score as bonus points.

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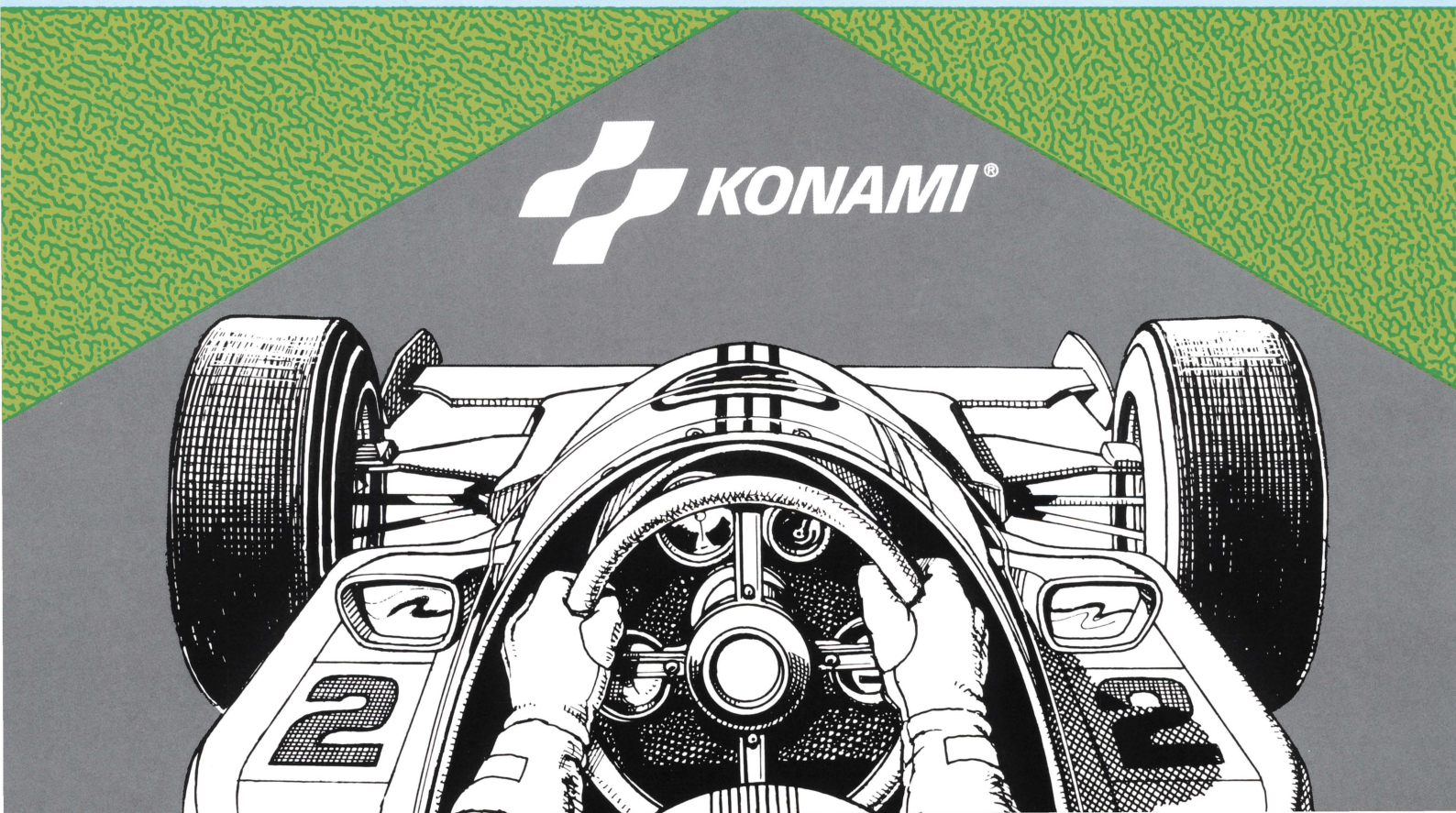

stimulate more practice play and attract a larger player base through publicity. Your leagues should offer and encourage player participation in local, league-wide, state, regional, and international-level tournaments.

"New dart players who receive their first trophy or award become your best salesmen."

Location management may request tournaments. Often, they are more than willing to run a competition themselves if provided with the proper instruction and materials. Dart manufacturers will be happy to supply tournament kits that contain everything needed to run a small tournament. These kits usually contain trophies, "fill in the blank" posters, competition charts, and an easy-to-follow instruction book. Provide kits to your locations and encourage them to hold regular competitions during non-league times such as Sunday afternoons.

League-wide tournaments can be special events using holiday themes. Most notable is the fall league Turkey Shoot during the Thanksgiving holidays (of course, turkeys are the top prizes!). Another example is the Valentine's Day mixed doubles Sweetheart Tournament, which attracts large crowds. League Play-Off

Teams congratulate each other at the Merit World Series of Darts Midwest Open.

The people who make it happen, (l-r): Bob Hodges of Merit, Randy Stanford of G.A.F.F./Superior Sales, Terry Moss of Moss Distributing, and Howard Smoyer of Merit.

Tournaments are important as your leagues grow. This competition decides the top finishing teams in each division; all players attend for a day or weekend.

Manufacturer-sponsored events such as Merit's World Series of Darts has a guaranteed purse of over $125,000 in the North American Regional and International competitions. The North American Series has 18 stops across the continent for the 1990-91 season.

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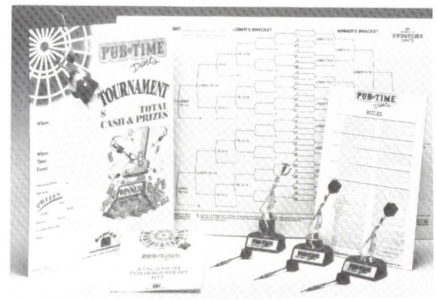
players and encourage participation. Players who return from a regional tournament talk about attending the next one and news spreads quickly. Top finishing players will be famous among their peers and generate a lot of good conversation about your program.

The highest level of league competition is the AMOA-NDA annual international team tournament, Team Dart VI in 1991. Your league teams will compete with teams from around the world, classified according to ability. Novices play novices and pros play pros, making this a unique event for AMOA-NDA members.

Many operators hold fundraising events and arrange sponsors to help in offsetting the costs involved in sending a team to this prestigious tournament. For the last several years, the event has been staged in Las Vegas.



Tournament kits like this one are perfect for locations.

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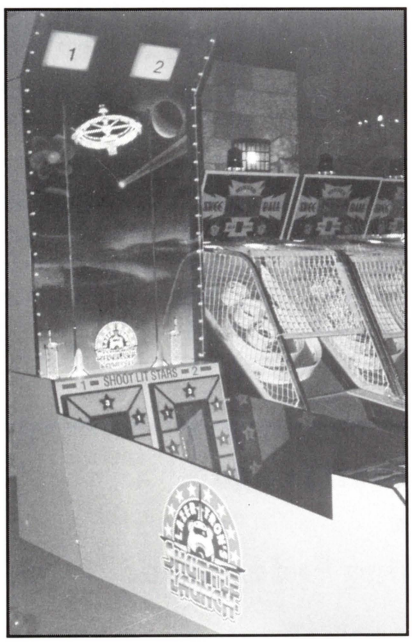
Merit Industries will be happy to provide materials and assistance to any operators interested in developing and maintaining a successful dart league program. For more information, call the promotions department, (800) 523-2760 or (215) 639-4700.

Dart mania is real...be a part of it! □

This is the fourth and final column in our dart series. Special thanks go to Howard Smoyer, promotions director for Merit Industries, who shared his experiences and offered suggestions for developing successful dart league and tournament programs. His thorough approach has covered planning, organizing and recruiting locations and players, league operations, and the banquet finale. Thank you again, Howard.

"SHUTTLE LAUNCH"



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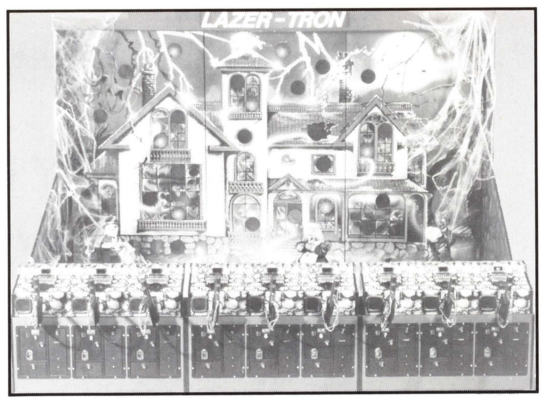

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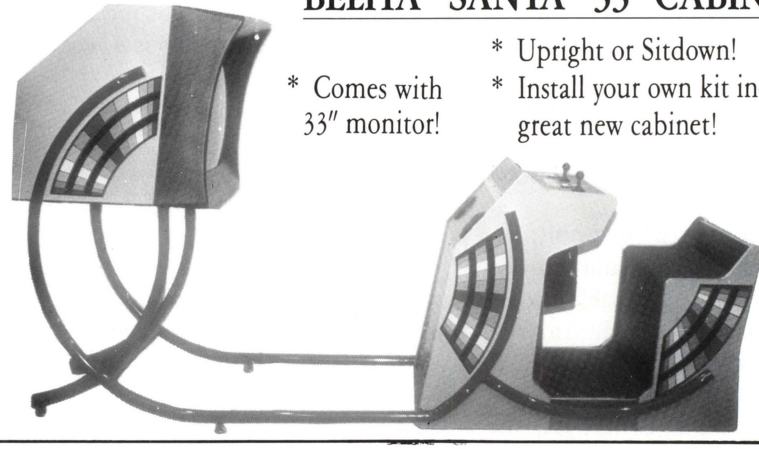

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Irving Blackman

How to push income into next year

Deferring the payment of tax always sits high on the list of tax-planning goals—and rightly so. You keep earning income on those unpaid taxes until the day you must write a check to the IRS. But is it possible to earn income in 1990, yet not include that income for tax purposes until 1991? Yes, and here are three ways to get the job done.

Bank certificates of deposit: Interest earned on a CD that matures in one year or less does not create taxable income until the interest is actually credited to your account at maturity. To perform this trick, you must buy a CD that does not credit interest until 1991. As long as the CD terms prevent you from withdrawing interest in 1990 without a penalty, none of the interest is taxable until 1991. This means you can keep your tax dollars until you file your return in April 1992.

Treasury bills: Take a look at T-bills that mature in three, six, or 12 months. They are issued at a discount, which means you buy them at a price below face value and collect face value at maturity. The discount is your interest income. Simply buy a T-bill in 1990 that matures in 1991.

Treasury notes and bonds: These long-term government securities range in maturity from two to 30 years. Such notes and bonds are issued at face value and pay interest at six-month intervals from the date of issue. For example, if you buy a bond in 1990 but don't collect interest until 1991, the first interest check is not taxable until 1991. The date you receive the interest payment is what counts, not the maturity date of the bond.

"It's possible to earn income in 1990, yet not include that income for tax purposes until 1991."

Take a look at your qualified plan

Does your business have a qualified deferred compensation plan—fancy language for a profit-sharing plan or pension plan? If so, this is must reading. If you don't, keep reading anyway. You will learn a neat tax strategy.

This is the typical scenario we see in practice: the business puts a qualified plan into effect with the help of a consultant. Contributions are made year after year. No thought is given as to whether the original is still the best plan.

The real question is whether the plan should be updated or changed. Because of the many adverse changes made in the tax law in recent years, the bloom is off the rose for many plans. It is important to know that profit-sharing plans outnumber pension plans by about five to one.

Are profit-sharing plans better? Well, yes and no. Yes, because they are much simpler to understand and administer. No, because in most cases the owner cannot put away a much larger percentage of the contribution for himself without discriminating against the other employees. On the other hand, a pension plan allows you to play all kinds of wonderful tax tricks, especially if the owner is older than most of the other employees. One problem—the rules are a complex mess and the plans are difficult and costly to administer.

Wouldn't it be nice if you could take the best features of a profit-sharing plan and pension plan and combine them into one brand new one? You can, and it has a name: the target benefit plan. We have been converting our clients' old plans, whether profit-sharing or pension, into target benefit plans.

The simple examples shown in Figure 1 explain why target benefit plans are becoming the new darlings of closely held businesses.

Qualified plans are still one of your best tax bets in the entire law. Target benefit plans make an old winning tax strategy even better.

Watch those gifts of closely held stock

Have you ever made a gift of your closely held business, or are you thinking of do-

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ing so? Then this is must reading. A new Tax Court case (Smith vs. Commissioner, 94 TC 55, 6/13/90) is sending out ominous shock waves.

In a nutshell, this case allows the IRS to revalue your lifetime gifts after you die. Your estate can get ripped with more tax on those old gifts. This is a terrible blow to a basic time-honored method of transferring family businesses: the founder gifting stock to his children.

Here's the story. The decedent (Smith) made taxable gifts of corporate stock in 1982, filed a gift tax return in 1983, and paid the gift tax due in a timely manner. Smith died in 1984. The time for the IRS to assess a gift tax deficiency expired on April 15, 1986. Put another way, the statute of limitations ran out against the IRS and blocked it from getting any additional gift tax on the 1982 stock gift. It sounds like that should be the end of the story.

Unfortunately, for every family-owned business in the country, it's only the begin-

Typical 15% Profit-Sharing Plan

Employee	Age	Salary	Contribution
Owner	55	$60,000	$9,000 *
Mary	40	$24,000	$3,600
Moe	30	$ 7,000	$1,050
Totals		$91,000	$13,650

* 66 percent to owner

Typical Target Benefit Plan

Employee	Age	Salary	Contribution
Owner	55	$60,000	$14,688 *
Mary	40	$24,000	$1,478
Moe	30	$ 7,000	$ 220
Totals		$91,000	$16,386

* 90 percent to owner

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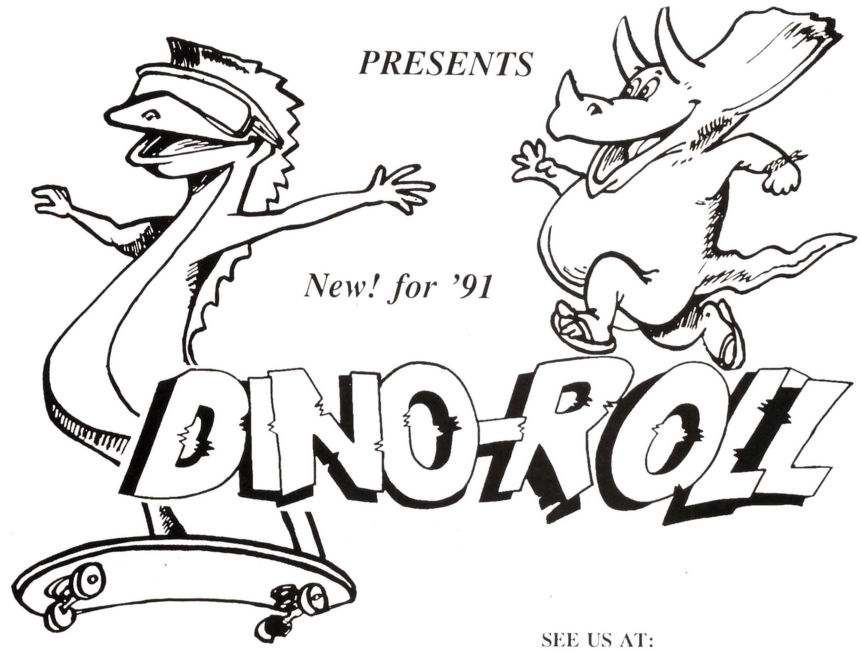

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ning of the story. In 1988, the IRS went after Smith's estate, claiming that the value of the stock gifted in 1982 was $400,000 more on the date of the gift than the amount reported on the gift tax return.

There it was, six years later, and the IRS wanted to revalue the gift for estate tax purposes! Remember, the IRS was out of luck for gift tax purposes because the statute of limitations had run out against them. No way could the IRS pull off such a caper, right? Wrong! The Tax Court agreed with the IRS, allowing the revaluation.

What's the impact of the court's decision? It keeps the IRS's revaluation book open on lifetime gifts until after you die. It could be five years or 50-plus years, but time will never run out on the IRS. Wow!

What should you do? All gifts of closely held business stock you make from this day forward must be backed up by a valuation done by a qualified expert. Retain the valuation report with the related gift tax return. If you don't file a gift tax return, because the value of the stock was less than $10,000 per donee, keep the valuation report with your will.

What about prior stock gifts, whether or not a gift tax return was filed? Get a proper valuation done now to back up the old gift. Don't backdate the valuation. Backdating for a tax advantage could be criminal fraud.

This article does not attempt to cover all the aspects of the case, its widespread ramifications, and how much it can hurt you. Don't ignore it. To protect your family, it is urgent that you consult with a qualified professional to determine what the best course of action is for you and your family business.

How to increase auto deductions

It has been said the automobile is equivalent to the horse in the days when the West was won. The care and feeding of the modern car requires some planning to get the most tax-saving dollar per gallon. Most taxpayers have not figured out how to beat the current tough automobile rules.

There is a way to get the job done. First, here's the basic rule which causes the problem: you can only deduct business use of your auto. For example, if you drive your auto 20,000 miles in a year and only 8,000 are for business, you can only deduct 40 percent of your auto expenses and depreciation.

Here's a way to win the auto game. What if you have two autos? Make the second car a dinky car that you keep at home, use on weekends, and drive to and from your office (where you house your expensive business car). Each car is driven 10,000 miles a year. Now, using the example above, the business car is used 80 percent for business. Under the rules, you can deduct 80 percent of the expense and depreciation of the business car. The legitimate tax savings are substantial.

To nail down your larger business car deduction, you should do two things: keep a log of business and total miles driven, and record expenses in the log and keep receipts. □

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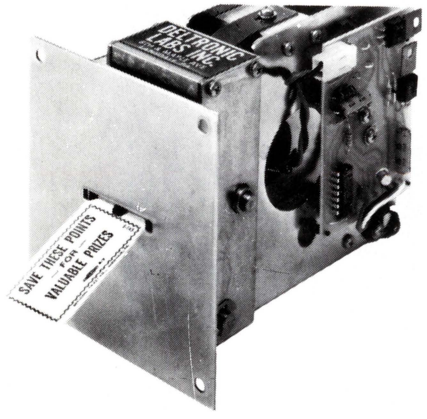

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AND NOW . . .
A WORD FROM OUR READERS!!!

An operator challenged us to provide space and invite everyone in the coin machine business to write about what is right, wrong, or can be corrected within the industry. OK, here's the space. Now it's up to all of you to fill it with comments on the industry. We will not print your name if you so request, but we will print your comments just as you have them. The operator suggested running the page for three issues, but we will leave it indefinitely if you continue to send your opinions.

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READER'S RESPONSE

OPERATORS: This column is devoted to you. It is your chance to have your voice heard on the state of the industry. We welcome all complaints, compliments, and comments. We will print your letters as received, when possible. We would appreciate it if you would refrain from sending a scathing letter about a specific manufacturer. Instead, we would like your general observations on the industry. Your name will not be used if you prefer. Take a few moments to share your thoughts with the rest of the coin-operated entertainment industry. There is a self-addressed sheet waiting for you to fill out and return to us.

Re-think pinball

I grew up with pinballs in the '40s and '50s. I was addicted. I would often come home with a bruised palm from "beating" on those flipperless machines. Pinballs never left my fascination.

I began servicing pinball machines when I was in high school. Later on, I became an operator. However, in a town of 30,000 with six operators, it was not the source of a living it could have been.

With the advent of video games, four of the operators vanished from the business, including my operation. We just could not afford the high cost of the new games. I am sure that happened all over the country. Pinballs vanished from the arcade scene. However, life is cyclic and pinball interest is being resurrected.

I can remember attending a Gottlieb workshop in St. Louis when they first launched solid-state games, with the promise that the new games would be cheaper to make and more dependable. I won't comment on the dependability, but operators could no longer service their own machines and the cost of machines skyrocketed. I had never paid more than $1,095 for a four-player mechanical game; the price of the new solid-state machine soon topped $2,400. Some improvement!

Now 10 years later, I go into the arcades to see what is new with the pinball lines. Horrible! The playboards are so dark and cluttered that you can't find the ball in play. Three balls per game and 50 cents per play? There were three-ball games when I operated, but I never set a machine on three balls. I felt that the player deserved better treatment than that. My machines outgrossed others that were on three-ball play.

But getting back to the machines. Please get the word out to the manufacturers: get the clutter off the games and lighten up on

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the playboard so that the player can find the ball.

I had a single-player, five-ball *Jacks Open* with an open playboard that was easy to see. It paid for itself eight times over in two years. Every time it was taken off location there were so many gripes and complaints that I had to put it back. I can't remember a breakdown on this machine. I don't think there's been a machine since with such a low cost-to-profit ratio. And it still gets regular use in my basement as it has for the last nine years. Hopefully, it looks like Gottlieb has seen the light in its newest machines.

Just some comments from a has-been.

James D. Lang
Jefferson City, MO

I have a dream

This is an open letter to all the vice presidents of marketing for this industry. I'm a struggling game inventor who has noticed the difficulty in bringing out new games.

It seems that if you design a unique game, by the time you get through all the marketing cost, many large manufacturers are scared of it.

It is very difficult for a designer like myself to get a chance with any of the manufacturers. I feel that the games that I have designed are more competitive to play than what's on the market. The type of games that will be successful in the '90s are the those totally unique to the industry, such as laser and anti-magnetic coin-operated games.

If there are manufacturers looking for that edge in the '90s, I would love to work in an industry that I see so much future in.

Chris Rockhold
Peoria, IL

Editor's note: Chris, I can understand your frustration in not being able to see your original ideas come to market, but I think you have to understand the position the manufacturers are in. They are constantly being approached with new ideas and promises of hot games. All of the great designers once had a dream. There was a manufacturer willing to take the chance—that's just what it is—on his idea. For every great designer seeing his product come to pass, there were many others who did not. You have to keep in mind that the manufacturers responsible for making product decisions are only human and don't always make the right decisions. I'm sure many have mentally kicked themselves in the seat of the pants over certain games. Good luck with your quest. □

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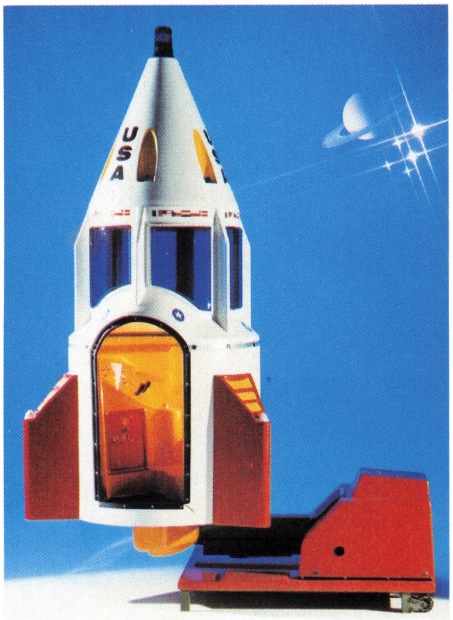

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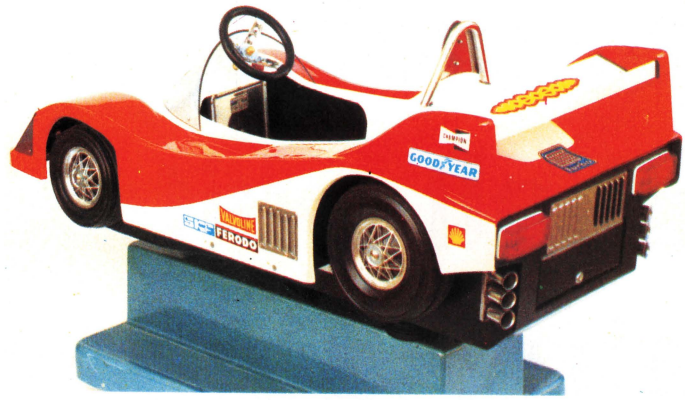

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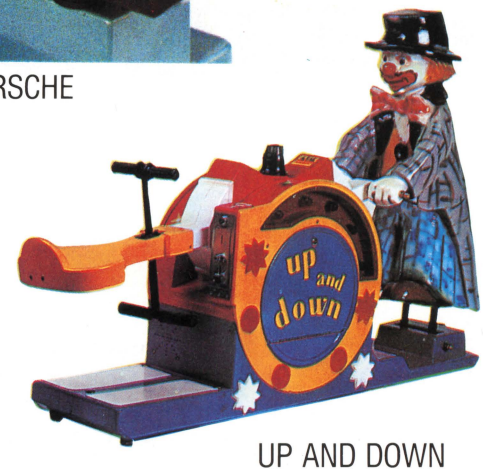

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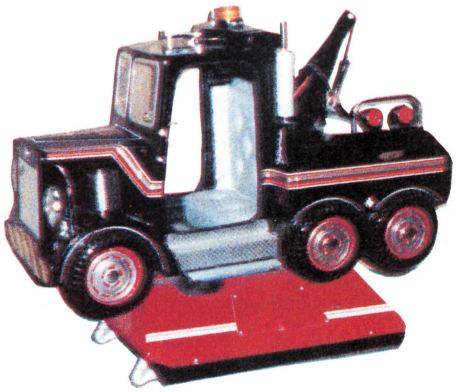

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Frank Seninsky

Troubleshooting pinball switch matrix failures

Pinball machines have a large number of switches and must utilize a scheme to keep track of the many openings and closings. This switching scheme is called a "switch matrix."

A Williams *Black Knight 2000*, for example, has 56 switches. A typical video game has only 10 to 18 switches, so each can be wired directly to the PC board.

The switch matrix method requires a lot less input hardware. Imagine if all 56 switches in a pinball were wired the same way as a video game. You would need 56 input cables, 56 connector pins to the MPU board, and a lot more ICs to handle each individual switch. In comparison, an eight-by-eight pinball matrix (which can handle up to 64 switches) uses only 16 wires, with only 16 input ports to the MPU board.

How does a switch matrix work? The switches are arranged in a matrix where one end of each switch is connected to form "columns" and the other ends of each switch are grouped together to form "rows." Rows and columns are the terms used by Williams, Bally, and Data East, while Premier uses the names "strobes" and "returns," respectively.

Once you understand these matrix terms, the rest is easy! We will use Williams and Premier terms to keep things simple. Remember, though, that Bally and Data East terms are very similar to Williams'.

Diagram #1 shows how four switches are wired individually in a video game. One side of each switch is connected to ground ("logic low"), while the other end of each switch is at +5 volts ("logic high"). If switch #1 is closed, input port #1 to the logic board becomes connected to ground. The logic board will recognize the switch closure because input port #1 has changed state from "high" to "low." Since it is the only switch connected to that line, the logic board knows instantly that switch #1 was closed.

How does the logic board know which switch is closed in a matrix? Diagram #2 shows a simplified two-by-two matrix serving the same four switches. The diode shown in series with each switch is necessary to electronically isolate each strobe line in the event that more than one switch is closed simultaneously. This is a very important concept.

Strobe lines #1 and #2 are switched to ground (logic low) alternately by turning transistors Q1 and Q2 on and off, one at a time. Return lines one and two serve as the switch inputs to the logic board. When any switch in the matrix is closed, the strobe and return lines that intersect will be electrically connected.

For example, if switch #1 is closed, the computer can identify its closure in two ways: a) return line #1 has been switched to "low," and b) it did so via strobe line #1, which the logic board knows as being switched through Q1 at that particular instant.

The on-off cycle of Q1 and Q2 (or "strobing" to be more technical) happens so fast that even if switch #2 is closed simultaneously, the two transistors would have changed states even before the contacts of switch #2 are lifted. So the computer can still identify switch #2's closure through the same return line, but knowing that it did so while Q2 was on and Q1 was off.

Determining switch matrix problems

There are basically three categories of symptoms that you should be aware of:

1.) A whole group of switches are not sensing at all. This one is easy to spot. Just consult the switch matrix table in the manual and you can identify that the non-sensing group of switches belongs either to a single strobe line or a single return line. This should lead you to the bad component

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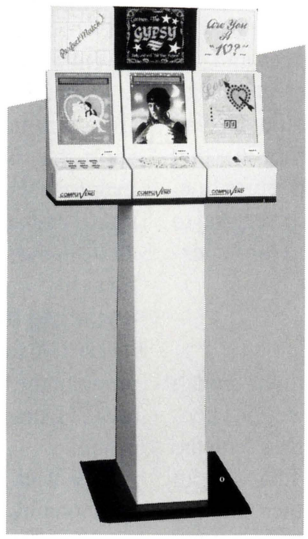

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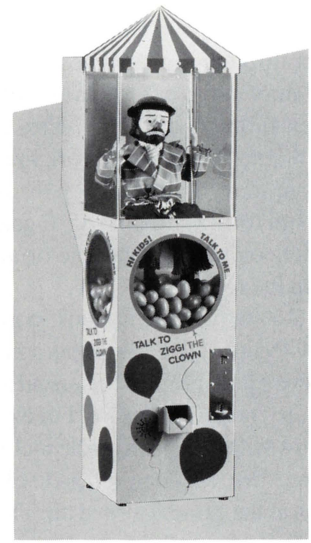

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on your board or a loose wire connection.

On a Premier pin, where game options are set through dip switches, the symptoms may only affect those options selected through the dip switches. Otherwise, the game appears to work fine. With this symptom you should look for an open transistor (on a Williams) or IC gate (on a Premier) on your strobe line or an open gate on the return line.

2.) One return line is stuck to ground. This will cause all the switches connected to that particular line to be sensed as closed, even if none of them are. For example, if the tilt switch happens to be included in that line, then the game will go to tilt mode as soon as the game is turned on. There are a lot of other possibilities, depending on which switches are lumped together. I leave them to your imagination. Most likely you are looking for an IC gate on your return line that is shorted to ground.

3.) As soon as one particular switch is closed, all the other switches connected with it through the same return line are sensed as closed, even if they are not. For example, you hit a drop target and the game goes to tilt or a kicker is pulsed. Again, the possibilities are numerous. Here you are looking for a strobe line that is shorted to ground, not a bad return line, even if all the switches involved belong to a single return line. This will be further explained later on.

Causes of problems

About 90 percent of the time, switch matrix failures are caused by service people who adjust playfield switches with the power turned on. No matter how careful you are, there is a great chance that the metal adjusting tool will connect with a solenoid terminal. This happens especially if you try to adjust the "lane change" switch, which is located very close to the flipper end-of-stroke switch. Upon contact, the 50 volt solenoid voltage goes directly into the logic board, which can handle only 5 volts. Always turn the power off when adjusting switches or working on assemblies.

Sometimes broken metal pieces hanging from pop bumpers or kicker assemblies short the solenoid voltage to the switch matrix when they "kick." If you have a board that regularly blows a transistor or an IC in the switch matrix, look for a problem like this.

Locating the bad component

The two important tools that you need to pinpoint the bad component in your board are the game's service manual and a logic probe.

In a Williams pin, the most probable components to go bad are:

— Any of the eight transistors Q42 to Q49

— The sip resistor-capacitor network package SRC6

— The CMOS chips U30 to U39

— Sip resistor packages SR11, SR9, and SR10

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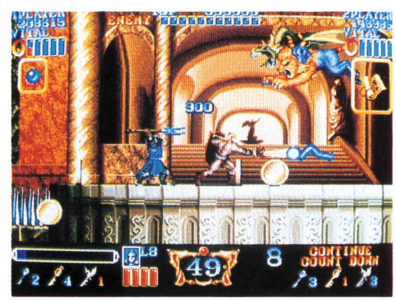

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In a Premier pin, the most probable components to go bad are:

— ICs Z11 and Z12 (both 7404 on the strobe lines)

— ICs Z13 and Z14 (both 7400 on the return lines)

— IC Z15, a 7432 that sometimes blows when either Z13 or Z14 short out

Checking the strobe lines with a logic probe

First put the game on "switch test" or start the game, if you can do either. With your logic probe set at "pulse mode," check each of the eight strobe lines. On Williams pins, you are checking the collectors of transistors Q42 to Q49. On a Premier pin, you are testing pins #2 and #4 of Z12 and pins #2, #4, #6, #8, #10, and #12 of Z11. Each of the eight lines should be pulsing.

Here is a tip for a Premier game: unplug the connector to the little reset board (A24) located beside the MPU. This board generates continuous reset pulses to the CPU when it "sees" certain error conditions. Your probe will pick up these reset pulses and you could mistake them for strobe signals.

If you discover any of the lines are not pulsing and stuck at "low," this means that the driver transistor connected to that line is shorted to ground (Williams). If you have a Premier, the gate of the 7404 IC connected to that line is shorted to ground. This is a case where a stuck or grounded strobe or column line will cause a whole row of switches to be sensed as "closed" when only one particular switch in that row is closed.

A "shotgun" troubleshooter will quickly jump to the obvious conclusion and start replacing the IC where the row in question terminates. This will not solve the problem.

Another possibility (less likely) is to find a strobe line that is either stuck "high" or just "floating" (neither high nor low). In this case, the transistor (if a Williams) or the gate in the strobe IC (if a Premier) is "open."

Locating a grounded strobe or column line is something that could be done on the bench, simply by powering up the board with a +5 volt switching supply, if you don't have the actual game. Our chief technician, Ramon, has done it on a number of Premier boards.

Checking the return or row lines

After determining that all eight column or strobe lines are good, next check the return or row lines that go back to the board from the switches on the playfield. All eight return lines should be "high" when none of the playfield switches are closed. If any one of them is stuck "low," replace the IC that is connected to that particular line.

On a Williams game, it is either U30 or U39; on a Premier, it is either Z13 and maybe Z14 or Z15. Z15 is an "or" gate whose four output pins are connected to one side of the inputs to Z13 and Z14 through the 32 dip switches. As mentioned earlier, this IC sometimes goes out when either Z13 or Z14 shorts.

Every time you replace either Z13 or Z14, make sure that you check Z15, too. You can easily do this by putting the game to "dip switch setting" in diagnostics and seeing if the CPU is reading the dip switches properly. Turn all the dip switches "ON" and the display should show "FF FF FF FF." Then turn them all "OFF" and the display should read "OO OO OO OO." Make sure you put the dip switches back to their original settings after you do this. (Write down the original settings before attempting this test.)

If all the return lines are "high," next determine if the strobe pulses are returning to the MPU by having someone activate the switches you are having problems with, while your probe tip is at that row or return line on the board. If you don't get the pulses, you either have a bad switch diode or a bad connection from the switch back to the board.

If you see the pulse at the IC input, check the output side of the IC to see if the IC is passing the signal through. If you have a Williams pin and you are at input pin #12 of U39, for example, check the output pin #11. If it's a Premier game and you are on input pin #12 of Z13, check output pin #11. In either case, if the signal is not getting through, replace the chip.

A grounded column causing a row problem?

Refer to Diagram #1. If transistor Q1 is shorted to ground, column line #1 would be "low" all the time. For example, say switch #1 is the "ball trough" sensor and the ball is sitting on this switch, so it is always "closed." Row #1 will, therefore, be "low" or connected to ground all the time. This would create the same condition as if the row or return line is grounded. When the CPU tries to read the other switches on that row, it will see them as being closed, too, even if they are not.

I hope that after going through these exercises you have become quite familiar with troubleshooting any switch matrix problem. Pass these tips along to a few others in your company. Who knows, maybe there will be thousands of pinballs that will now operate the way they were intended to; they will earn more money each week; and their lives may even be prolonged!

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Randy Fromm

Testing components with the Scopemate

Also...A cheap and dirty curve tracer you can make yourself

Operators are always looking for ways to be more self-sufficient when it comes to repair. While it's great to be able to take advantage of the competent technical services of a distributor, it's always better to take care of things "in-house" whenever possible.

To this end, many operators have one "hot-shot" on their staff, a technician that remains in the shop and can take care of the more complex problems, like logic board repair. When the field service technicians encounter a problem that they cannot repair, they carry the bad board (or monitor, power supply, amplifier, etc.) back to the shop for repair. Unfortunately, these skilled techs are hard to come by. Most are snapped up by the computer industry.

There are however, some types of test equipment that allow a technician of only moderate skill and experience to perform these more complex repairs. One such piece of test equipment is an integrated circuit and component tester manufactured by Beckman Industrial. It's called the Scopemate 2.

A technician using the Scopemate 2.

The Scopemate 2 works in conjunction with an oscilloscope, and shows a pattern on the oscilloscope that graphically displays the electrical characteristics of the component under test. Simply put, the Scopemate 2 presents a picture of the part being tested. If the oscilloscope displays a picture that is significantly different from that of a good component of the same type, then the tested part is bad.

How it works

The technique used by the Scopemate 2 is known as "curve tracing." There is nothing new about this method of component testing; it has been around for

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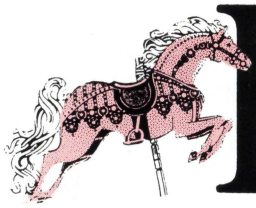

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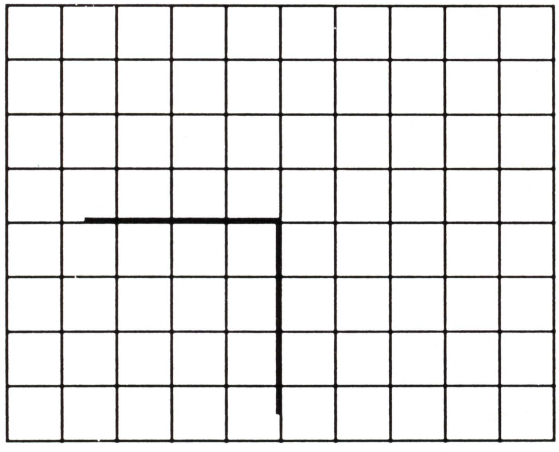
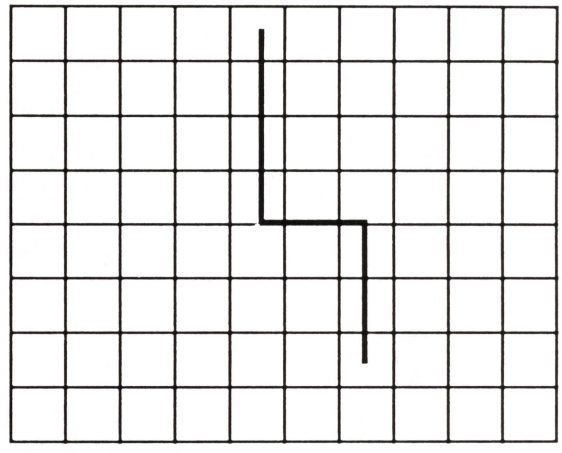


1N4005: Cathode Common



2N3904 (NPN): Base Common E-B Junction

decades. An alternating current signal of 12 volts is passed through the component under test. This signal is limited to no more than 300 microamps (300 millionths of an amp) in the Scopemate 2 to prevent damage to the part. The oscilloscope then displays a graph of the electrical characteristics of the part. It does this by plotting the voltage impressed across the component as horizontal displacement (the "X" direction of the display) and the amount of current drawn by the component as vertical displacement (the "Y" direction of the display).

Different types of components will produce their own unique displays. For instance, resistors produce a change in current that is directly proportional to voltage that is impressed across them. This produces a "linear" display, a straight, diagonal line on the screen. The angle of the line will change with the value (the number of ohms) of the resistor being tested. A capacitor will produce an oval display. The size of the oval is dependent on the value of the capacitor.

The curve tracer does not directly measure the actual value of the component being tested but does indicate the quality, indicating whether the component is functioning properly. For example, an open resistor will display a horizontal line instead of the slanted line of a normal resistor. A capacitor under test that displays a vertical line or a horizontal line would be either shorted or open. These displays are easy to interpret, making the curve tracer a good piece of test equipment for beginning or intermediate technicians.

Semi-conductors, like diodes and transistors, produce displays that are bent, as the current flowing through these components changes rapidly as the alternating current switches from negative to positive. This characteristic bend in the display is known as a "knee" and is an indication of a good semiconductor. As with resistors and capacitors, a shorted or open semiconductor will produce a vertical or horizontal line.

By comparing the display of the component under test to one that is known to be good, any differences will be obvious. Comparison testing is where the curve tracer really shines. It doesn't take an electronics genius to compare the display produced by the two parts. If the display produced by the component under test is different from the good part, the component being tested must be defective!

The Beckman Scopemate 2 makes comparison testing easy by providing two separate hookups. One hookup is connected to the component being tested, while the other (the "reference") is connected to the good part. The Scopemate 2 will automatically switch back and forth between the two components, alternately displaying the traces of both components on the oscilloscope. Any differences in the displays will be immediately apparent.

The Scopemate 2 can also be used to test integrated circuits. Four zero insertion force (ZIF) sockets are provided to test ICs with as many as 40 pins. There are two ways to test integrated circuits. To test individual ICs, the device to be tested is inserted into the ZIF socket on the right, while the good, reference IC (of the same type, naturally) is placed in the ZIF socket on the left.

With the Scopemate 2 alternating the display between the two devices, the buttons are pressed one at a time to electrically connect each pin of the ICs to the curve tracer. As before, any difference between the two traces indicates a problem with the device under test. This test can be very useful when checking integrated circuits that have been removed from "junk" boards for use as replacement parts. A less-than-skilled technician can easily test a mountain of used ICs in no time at all!

The Scopemate 2 can also be used to test integrated circuits that are soldered in place on a logic board. For this test, an optional "external test lead accessory cable" is used to connect the Scopemate 2 to the ICs on the board. One end of the cable plugs into the ZIF socket on the unit while the other clips to the integrated circuit on the board. There is, however, one drawback to this type of test. When the unit is testing an "in-circuit" device, the other components in the circuit can affect the

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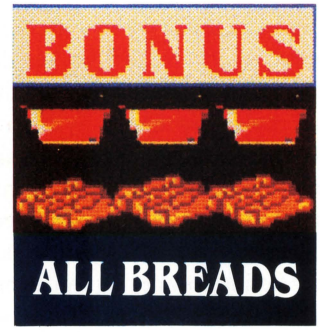

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display. This can produce misleading results, producing a display that is different for the IC under test than that which is plugged into the reference socket.

This disadvantage can be offset by obtaining an identical board and connecting it to the reference ZIF socket through another external cable. The two displays should now be identical. Any difference in the displays will indicate a problem area. Bear in mind that the integrated circuit being tested will probably be connected to one or more other ICs on the board and further testing may be required to pinpoint the actual fault. This test is especially useful for operators that run games like cranes, alley bowlers, pokers, and pinball machines, where it is likely that a good board can be obtained for comparison purposes.

It should be noted that a curve tracer does not functionally test the components. That is, it does not apply an input signal and test for a proper output. Curve tracing is always performed with the power to the board under test turned off! However, since the vast majority of integrated circuit faults are input or output failures, the curve tracer should be able to pick up most of them.

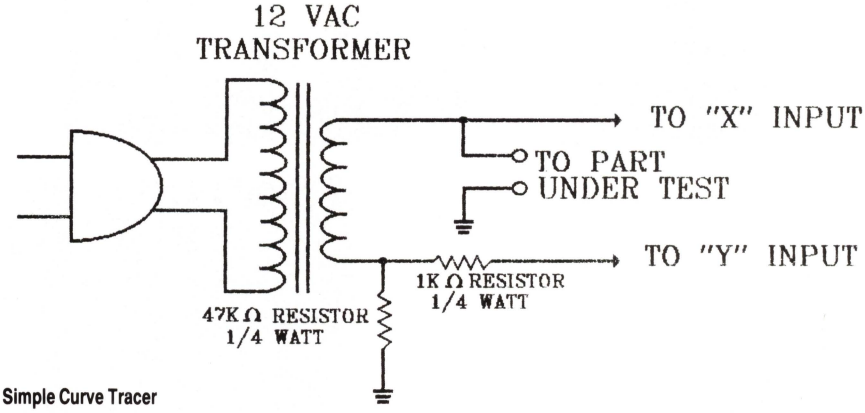
Build your own Curve Tracer

If you already own an oscilloscope, you may want to try building your own curve tracer to see how it works. There are only three components necessary to build a simple unit, all of which can be obtained from "junk." The schematic diagram is quite straightforward and requires no further explanation. The circuit can be built fancy, in a chassis box with connectors, or simply screwed to a piece of scrap wood. Of course, this simple curve tracer lacks the convenience of automatic comparison that is built into the Scopemate 2, but you may find it quite interesting and useful regardless.

To use the curve tracer, your oscilloscope must have X-Y capability. You oscilloscope's manual will tell you how to set this up if you are unsure. Connect the X and Y outputs of the curve tracer to your oscilloscope and set each channel to 5 volts/division. Connect the component to be tested to the curve tracer and you should see a display. Try testing a variety of known-to-be-good components to get an idea of what their traces look like. Then try some bad parts and observe the difference between the two!

Note: Do not use the curve tracer to test polarized components like electrolytic or tantalum capacitors, as the curve tracer passes alternating current through the device under test. This may cause false readings or damage the component being tested.

The Scopemate 2 sells for just under $400 and comes with a one year warranty. For further information, or to locate a Beckman distributor near you, contact: Beckman Industrial Corp., 3883 Ruffin Rd., San Diego, CA 92123-1898; (619) 495-3200; FAX (619) 268-0172. □



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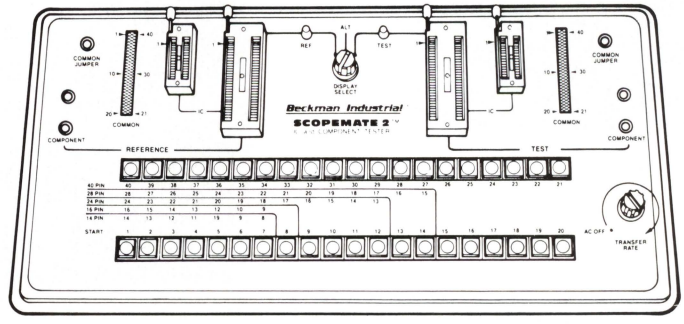

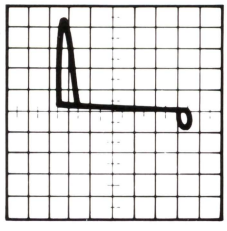

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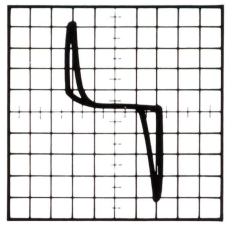
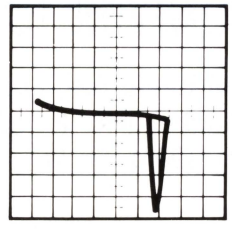
Pin 6



LM324
Pin 1,
7, 8, 14



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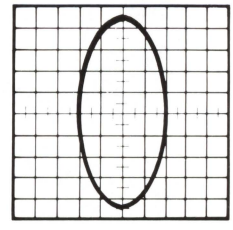
Pin 16



0.1 uF
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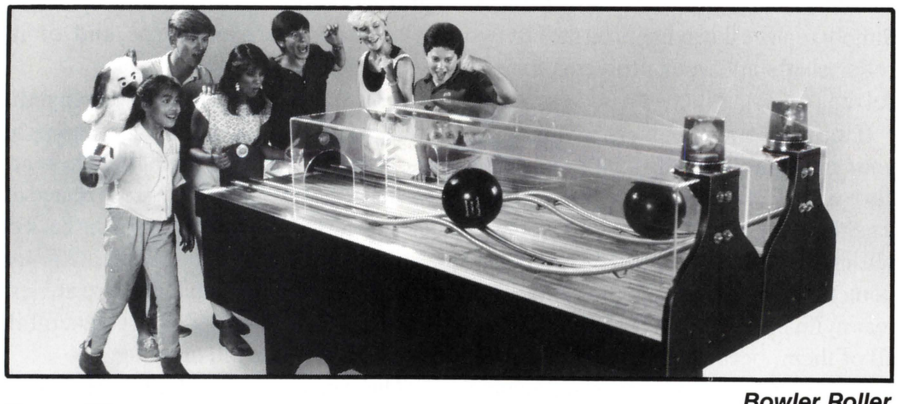

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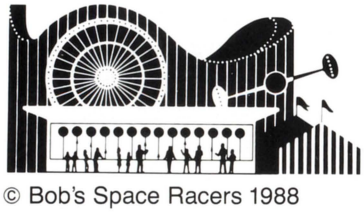

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Rowe's dollar bill changers

As with all mechanical assemblies, there comes a time to clean, repair, and replace worn parts. Over the past few years, Rowe International has offered several different models of bill change machines. I will discuss two different types of currency handling machines, beginning with changer-type one (BC-9, BC-25, BC-35, etc.).

After accepting several hundred pieces of paper currency, dirt particles off of the paper currency will more than likely cause a hard crust-like deposit to build up on all of the plastic rollers and some of the metal parts in the bill transport unit.

Using a small, firm piece of plastic or a stiff brush, remove all of the dirt contaminates from the rollers and bill path. Next, look over the bill transport for any visibly broken or worn parts—usually the belts, rubber rollers, and plastic bushings (nyliners). These parts are often the most worn and will need replacing.

On the rubber roller shafts there should be a flat or slightly domed surface for the bill to pass over. The roller shaft should be replaced if the rubber roller is worn at an angle; dished into the center; smaller than other rollers of the same type; or if the rubber is hard or brittle.

Some typical complaints caused by roller problems are:

- The bill pulls to one side when either entering or leaving the bill transport.
- The bill is being crumpled up like an accordion and not rejected to the customer.
- The changer rejects most of the bills put into it because the bill was stuck half-way into the transport.

While roller problems are usually easy to spot, shaft bushings or nyliner wear problems are not. If your changer is stealing bills, or if the smaller, flat-toothed drive belt is occasionally jumping a tooth, chances are the plastic nyliners have enough wear on them. The two shafts would then be moving together, allowing the belt to jump.

The timing between P1, P4, P6, and the magnetic head is very critical to proper operation. If the nyliners allow the belt to jump, the machine passes the bill into the stacker. It runs the stacker but will not vend any change from the escrow buckets. Simply replace the nyliners on the last two roller shafts and your problems may be solved.

If the problem is not worn nyliners, yet your machine is stealing bills, you may have a slow-running motor, misadjusted tension on the main drive belt, or incorrect settings of the P1, P4, and MAG potentiometers. If you are going to replace the rear nyliners, do yourself a favor: replace all of them, because this is a very labor-intensive job. Also, use your judgment if the rubber rollers show wear; replace these parts, too. (Why not? You will have the shafts out anyway.) When ordering nyliners for the Rowe full-size bill transport head, note that there are two different sizes. Make certain you have both before starting.

If your changer is slow to start the transport in either direction, or if it has a loss of power in either direction, you more than likely have a defective motor start capacitor (Part #2-13133-01). This capacitor is located in the power control center assembly; refer to your changer manual for the exact location. It can also cause your changer to shut down with a bill stuck half-way into the transport.

Check both belts while working on the bill transport or acceptor. The main drive belt should have just enough tension to prevent the belt from jumping a tooth on the drive gear. The rear belt (the shorter of the two) should be tight enough to prevent the two sides from touching together when grasped. Either belt should be replaced if it appears worn or at the end of its adjustment.

After you are finished getting the transport back together, all of the lamps on the changer should be replaced. There are a total of seven bulbs. Three are located on the coin dispenser assembly, in the back of the change hoppers. Four bulbs are found on the bill transport; two of these are less critical, as they provide only general illumination to the bill entrance.

The remaining five bulbs are critical lamps. If one of these burns out, your changer will shut down and you may lose profits. Replace at least the five bulbs on a regular basis—no less than once a year.

The bulbs originally used on the changer are #755 bulbs, but in a pinch you may substitute a standard pinball machine lamp

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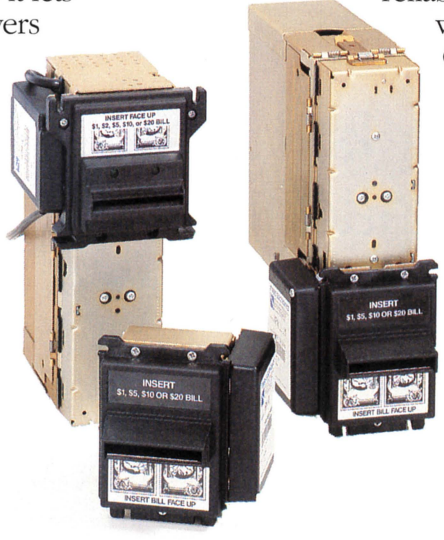

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in its place. The main difference between #755 and #44 bulbs lies in the average lamp life; it is considerably shorter on the #44, but this bulb will work wonders when you're in a pinch. Also, the average cost per bulb is much greater on the #755.

One last area on the bill transport is the magnetic head. If your changer has had many years of use, the head may be severely worn. In this case you should consider replacing this part. Either way, check the two leads connected to the magnetic heads.

A technique I use is to wiggle the harness going between the magnetic head and changer body. If you notice the mag-signal LED flicker or flash, you either have a bad ground connection or loose Molex pins. If you check the grounding clamp and find it's not the cause of your problem, use a small awl, nail, or pick to squeeze the female socket-type pins together. This will make for better connections.

If your changer is in a location that dispenses tickets or has a lot of small children, you may want to upgrade your transport to have the same feature as the BC-35 transport. The feature I am speaking of is a small, flat belt located in the center of the bill transport. The purpose of this flat belt is to aid in removal of debris that may be put into the bill transport.

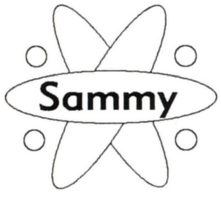
The upgrade consists of two new rollers, a lower track, a flat belt, and several minutes of your time. Here are the part numbers: #6-50226-03 (lower track); #2-51864-01 (flat belt); #2-50768-02 (roller shaft input); and #2-50762-02 (double roller and shaft). To upgrade the bill transport, first remove all the retaining clips on the side of the transport. Next, remove all the screws along the side; this is very similar to roller shaft and nyliner bearing replacement.

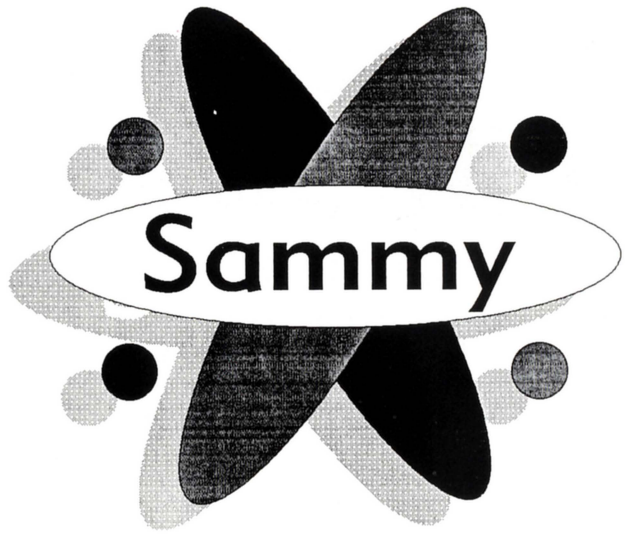
Replace the lower track with a new one. Then install the two new roller shafts and the flat belt into the lower track assembly. Rebuild the transport as if you have just replaced the roller shafts. This should prevent hours—or even days—of down-time caused by tickets or small pieces of paper being placed into the transport. I recommend this for the rebuilding of all transports.

The bill stacker

Next, we move on to the bill-stacking device, located just below the bill transport head. While most mechanical assemblies have inherent design flaws, this one is apparently a good one. The only real problems we have seen in the stacker have been broken solder connections, failing microswitches for the home position switch, and the spring steel actuator.

If you are not forced into using the coin inlet of the changer to make change for SBAs or half-dollars, or to vend tokens, don't use it. This is a very vulnerable spot for coin jams and changer shut-downs. If the mechanical does get jammed, allowing the coin return button to get stuck in, your changer will go out of order and show a code eight. This is usually due to a lot of





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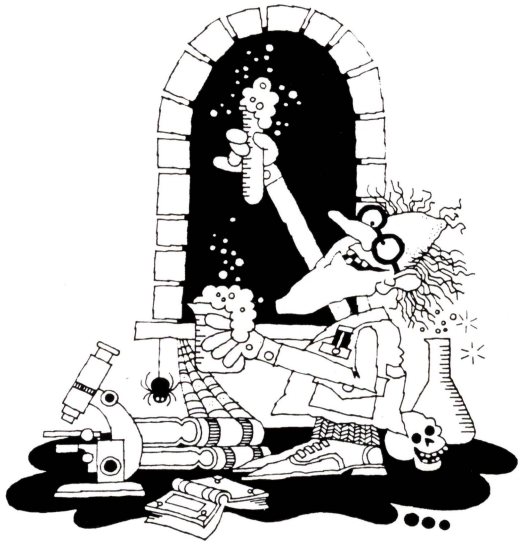

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garbage being in the coin track. The plastic is either broken open or spread open, causing the coin return linkage to mis-align. If Rowe would have made a slight change in software, they may have chosen to ignore the bill return after it has been held inward for, say, 30 seconds. This becomes a more valuable feature if you have changers located out in the country.

Now we're off to the left side of the changer, which houses the coin dispenser assembly. This unit handles the bulk of the coin-processing procedure and will most likely become the dirtiest part of the changer. The following are some common problems associated with this assembly:

• The coin hoppers get dirty and bind, causing premature gearbox failure and the failure of the plastic ratchet coupling, which becomes broken or rounded.

• The plastic hopper coin chute assembly breaks, causing the coins to jam in this chute. With enough use, this plastic chute will break, making the coins jam. The replacement Rowe part number is #4-50350-01.

• The motor fails, due to an incorrect brake arm. The brake arm originally supplied by Rowe on the changer will eventually retain enough residual magnetism, causing it to stick to the laminated core of the motor. This allows extra coins into the escrow bucket, thus shutting the changer down. To order the correct brake arm or pawl, contact Multi Products directly or your Rowe distributor. Ask for part number #2-70233-02 (Multi Products' motor brake pawl).

The correct brake arm should have a small brass rivet on the end of it. This rivet will not let the arm rest on the core of the motor. If your motor does not have the correct brake arm, you can drill a small hole in the end of it and install a small brass rivet or a small brass screw. This will keep the metal brake arm from touching the core and prevent a changer shut-down. Also, keep this area clean. The gearboxes leak oil after they get warm and can cause the brake arm to stick because of drying grease.

• Wires are broken and lamps burn out. It's a good idea to replace these lamps every six months to a year, because they are critical enough to shut your changer down. The error code associated with

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Figure 1

BC-35

Hopper	Reference	Triac driver	Reference	Output triac
Left	Z15	MOC 3021	Q21	T2500D/T2800D
Center	Z16	MOC 3021	Q26	T2500D/T2800D
Right	Z14	MOC 3021	Q18	T2500D/T2800D

BC-25

Hopper	Reference	Triac driver	Reference	Output triac
Left	Z14	GEC H11C4	Q26	T2500D/T2800D
Center	Z13	GEC H11C4	Q25	T2500D/T2800D
Right	Z15	GEC H11C4	Q27	T2500D/T2800D

stuck coins or a burned-out lamp will be a "C" in the status window.

• The escrow bucket pivot points dry out. These pivots should be lubricated with a light machine oil (three-in-one oil) once every year to prevent sticking escrow bucket linkage. There are approximately 30 points to oil.

After checking over the coin dispenser assembly and replacing the three #755 lamps in back of the coin hoppers, clean the hoppers and adjust them. This will allow you to have a steady stream of coins running up to the coin chute and prevent the changer from going out of service.

If you have encountered the problem of changers dropping one or five dollars in coins at random, you may want to send your control computer in for service. Ask that all the updates be made to the computer; there are several.

One problem with the control computer that's come up several times on our route is the hopper motors staying energized partially. This is due to a shorted triac or triac driver. In Figure 1 you will see a list of changers, hoppers, and locations of associated part reference numbers.

If you need further assistance, contact your distributor or Rowe directly. Also, your distributor should be able to order you a complete shop service manual for your particular changer.

Type-two models

Now for type-two bill transports. The OBA $1 and $5 bill acceptor is used on almost all Rowe jukeboxes, as well as many vending machines and some of Rowe's smaller bill changers. Most of the vending applications use a second-generation OBA acceptor that has a built-in bill stacker, called the CBA (compact bill acceptor). Both of these small dollar bill validators have several things in common.

The frequency of repairs are very high on these units, and they are extremely labor-intensive to work on. The symptom you hear about most often on a jukebox or vendor is that a bill will not be taken, or that it took the bill and won't give it back. This is due to the internal belts allowing the bill to slip while it's supposed to be making a 90-degree bend. At this point the bill stops, the motor reverses, and the bill stays in the acceptor. Thus what you've got is one angry customer.

Rowe has tried several different belts to alleviate this problem. One of the belts that was placed on the market was a gray-colored upper belt. You may not be aware of the problem.

Say the customer has been denied his/her dollar bill back. He/she can see just enough of the bill sticking in the opening of the acceptor, so a decision is made to fish the bill out. Well, you may as well sit down and spend the next 30 minutes to an hour replacing the belts that have torn. This problem was due to a belt material that, once nicked on the side, will tear until completely broken.

The next release upper belt was clear-colored; it will not tear like the gray belt. But if you are in a very dry, dusty environment, these belts will not last long either. I have talked to Rowe's technical staff and was sent some new black-colored, smooth lower belts that could help the slipping problem. If the belt problem does not get you out of service and you have some dirt build-up on your acceptor, the nyliner bearings may cause a binding that can burn up the drive motor (a $65 item).

If you are replacing the lower belts on one of these acceptors, it's a good idea to also replace all of the nyliners and clean out the inside of the white rollers that the belts ride on. If you find you have to keep cleaning the white rollers, try opening up the clearance with a drill bit. Make it just a fraction larger than the opening of the roller. This helps quite a bit.

Rowe's technical people have also suggested cleaning both the upper and lower belts. I have been using a good wood-grain alcohol. Also, if your transport has become hard to turn or is squealing, try a drop of three-in-one oil on all the nyliner bearings. You may want to try a product called "ZEP 45"; it's manufactured by the ZEP Corp. This is a Teflon-based lubricant that's worked very well on both the nyliners and chains used on the large coin hoppers.

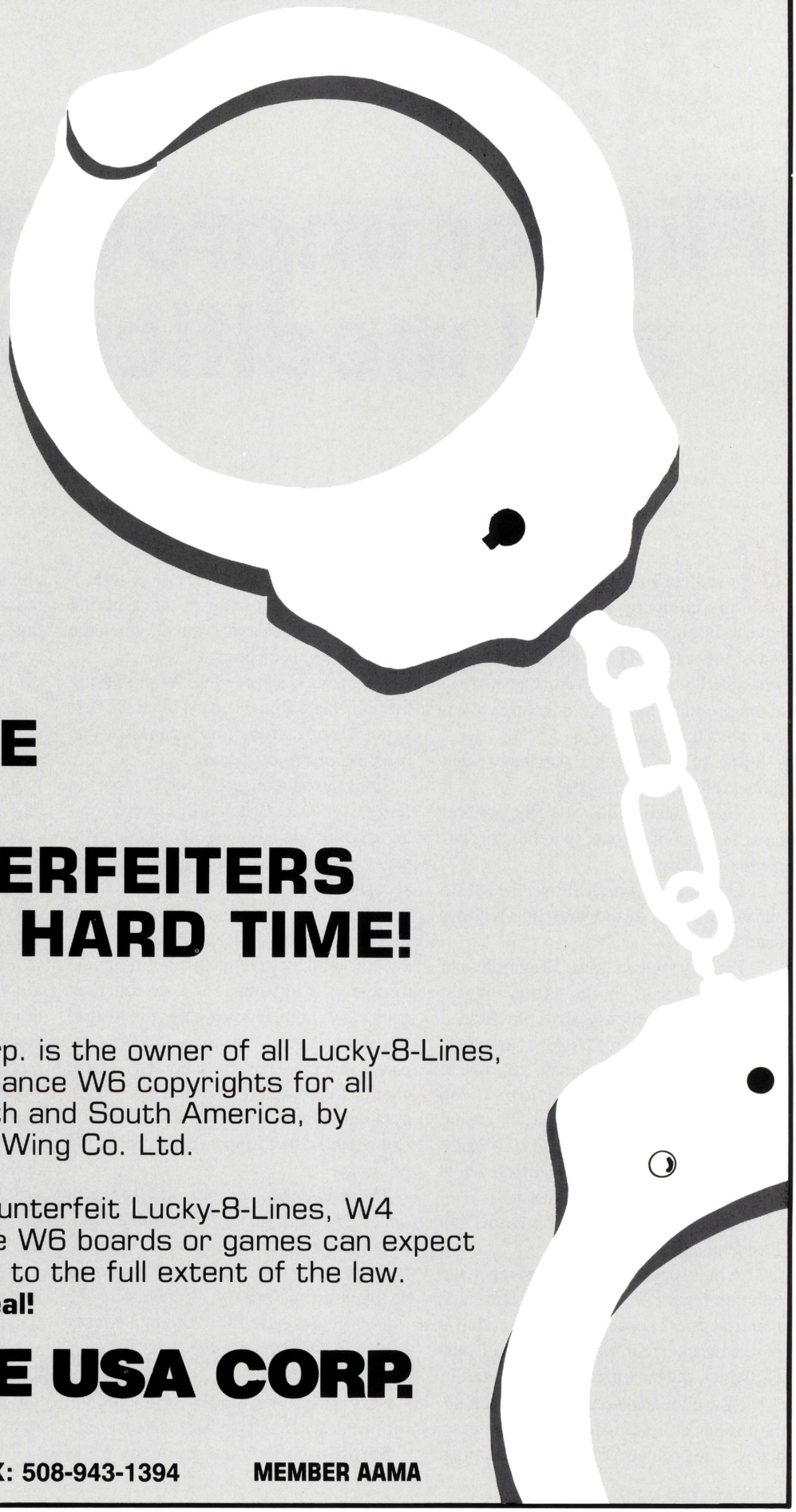
If you have original OBA acceptors in Rowe jukeboxes (R88, R89, etc.) you may experience an electronic failure: the motor will not run at all, even when the test button is depressed. This symptom is common when the drive IC Z8 burns out; the part, #ULN2003A, is readily available. This IC may also fail if the bill pressure solenoid gets stuck.

Another electronic failure is when the pins between the boards crack, causing intermittent problems. The pins used to connect the wiring harness to the control computer may also crack loose at the circuit board.

If you have a BC-25 that was an early serial number, or old hoppers in a BC-25 or BC-35, there should be a small handle in front of the hopper—especially the center hopper. This part was added so that if someone tips the changer forward (approximately 15 degrees), money will not spill out of the hopper into the change dish below.

It is a good idea to upgrade the T-handle to the stronger Medco T-handle. This is because the original is very susceptible to breakage with one or two good blows to the handle. It would also be wise to use a high-security lock cylinder on your changer, since changers are normally the first thing thieves try to get into or steal.

I might add that the expensive case that houses your money is almost as easy to get into as your car. Hopefully Rowe will drop the alarm that no one hears and put the savings toward a better case design and thicker steel. Still, this is one of the better dollar bill changers made. □



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Pete Gustafson
Data East Pinball

Flipper improvements and modifications

We at Data East Pinball, a manufacturing company just four years old, have a simple rule: "Lead, follow, or get out of the way." The company listens to what distributors and operators have to say about product and delivers features to accomplish those ends.

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2. Quick-Loc, which allows the set-up and breakdown of the back box without head bolts.

3. Factory applied mylar. Regardless of what's been said, mylar is the longest wearing surface for a pinball playfield.

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Look for these new features from Data East Pinball:

1. A new super-tough nylon plunger and ball cup for the Vertical Up Kicker. The material is 50 percent stronger and 100 percent thicker than what we originally used, which means longer life in the field.

2. New allen head screws for attaching the flipper coil stops to the flipper base plates. The problem of the heads stripping on the old phillips head screws is gone.

3. New self-test features that pinpoint problem switches and even tell when the playfield needs cleaning.

Following is a procedure for modifying the solid-state flipper board from the first version used in *Robo Cop* to the latest one used in *Back to the Future*.

Since introducing solid-state flippers in *Robo Cop*, Data East has discovered better and more reliable ways to get the flippers to operate in a manner that players are accustomed to.

Specifically, we changed the cabinet flipper button from a leaf switch to a micro switch, which prevents dirt build-up and minimizes adjusting. Then we found an even better micro switch with gold instead of silver contacts. We also made some improvements to the PCB design. These changes completely eliminate very rare symptoms, which did not cause a service call but did affect flipper feel and possibly earnings.

These changes did not all happen at once. The bulk occurred between *Robo Cop* and *Phantom of the Opera*. Carefully look over your boards to see what changes are necessary. All *Back to the Future* games have the Version F flipper boards. No updates are necessary for these flipper boards.

Here is a list of symptoms and solutions for problems that have been discovered.

Symptom: Very intermittently while playing, the player may see the flipper react in one of three ways: 1) Give a weak flip; 2) Give a double flip; or 3) Flip quickly and return to the rest position without the player releasing the flipper button.

Problem: There are two possibilities.

Most likely: The cabinet flipper button switch is dirty or poorly adjusted. In early *Robo Cop* games we used leaf switches. The contacts of these switches must be centered over each other and must have good wiping action when the switch is closed.

When dirty or misadjusted, the flipper board will not get a valid switch closure from the flipper button. This causes the above-mentioned symptoms to occur randomly. (On *Phantom of the Opera* and *Back to the Future* we have replaced the leaf switch with a micro switch.)

Least likely: The board is not receiving enough current from the flipper switch to turn on the 4093 CMOS IC and the 2N3906 transistors simultaneously. (The 4093 controls the 50V flipper power driver transistor and the 2N3906 turns on the 9V flipper hold-in circuit.)

Solution: First, simply try cleaning and adjusting the flipper cabinet switches. This will resolve the vast majority of problems.

If that does not help, a modification to the board is required. This modification does two things:

A. It allows the flipper switch to get ex-

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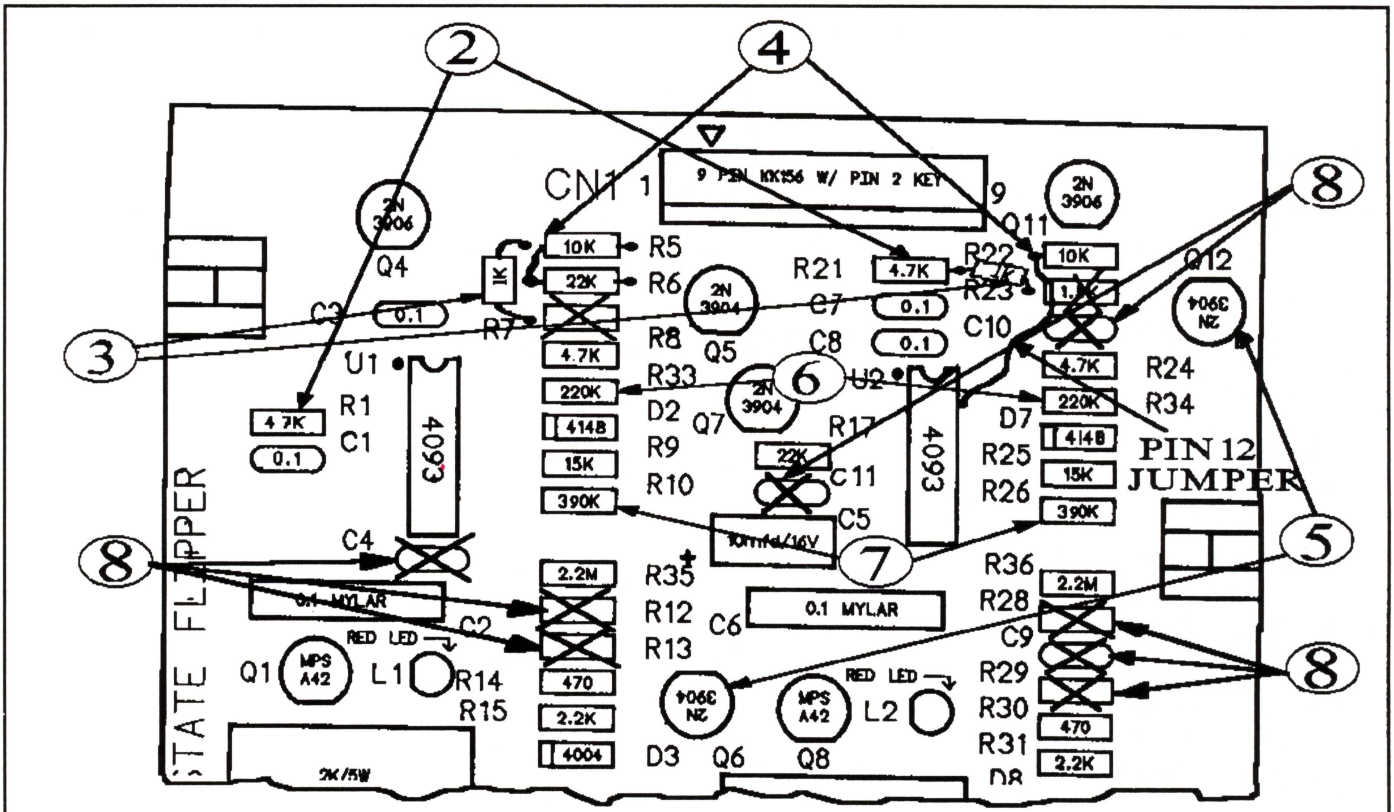
2
4
CN1
9 PIN KK156 W/ PIN 2 KEY
2N 3906
Q4
10K
R5
22K
R6
R7
4.7K
R8
220K
R33
414B
D2
15K
R9
R10
390K
2N 3904
Q5
Q7
U1
4093
R1
4.7K
C1
0.1
C3
0.1
C4
0.1 MYLAR
2.2M
R35
R12
R13
C2
470
2.2K
4004
D3
Q6
RED LED
Q1
MPS A42
L1
R14
R15
2K/5W
STATE FLIPPER
3
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R31
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C10
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PIN 12 JUMPER
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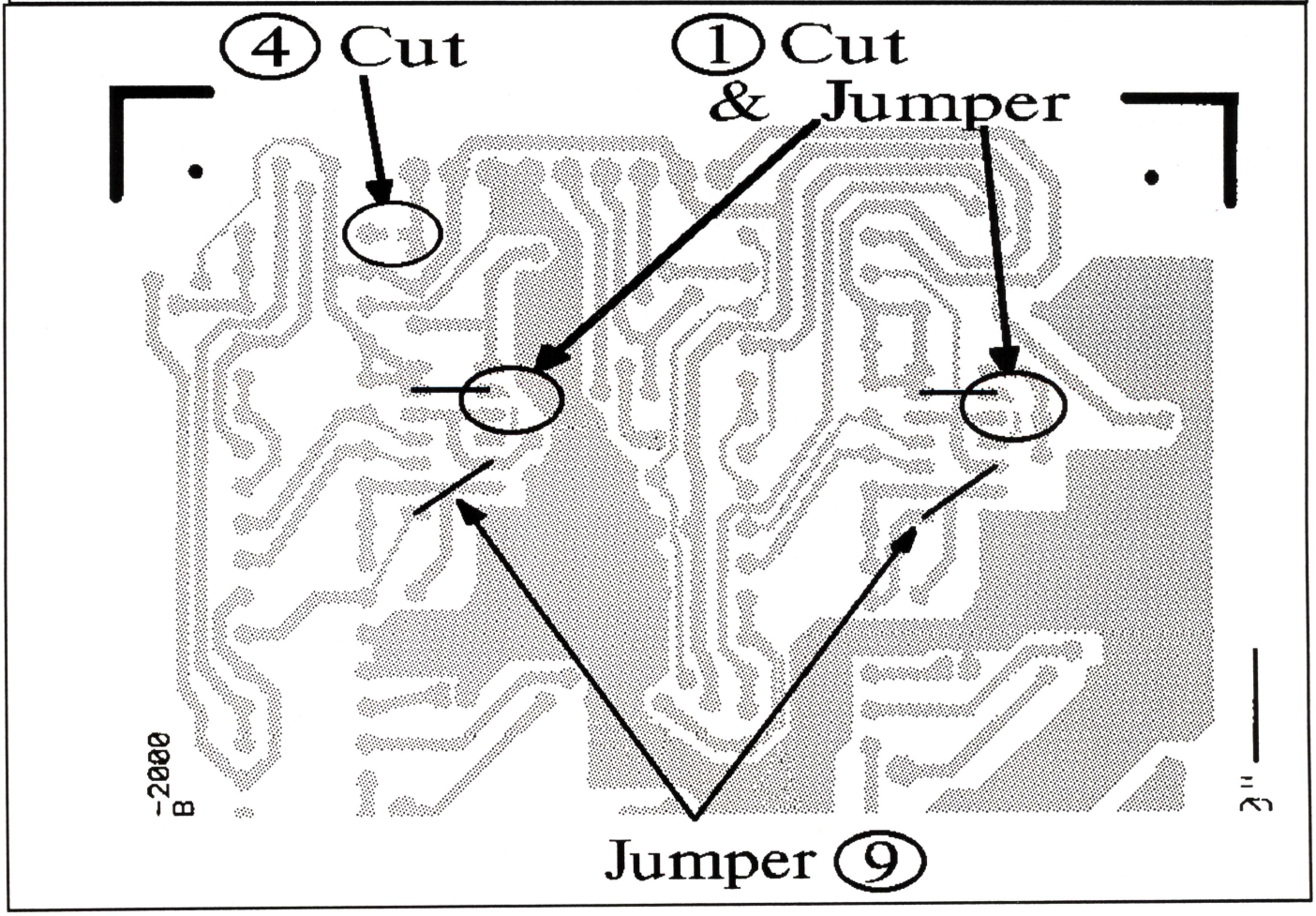
4 Cut
1 Cut & Jumper
Jumper 9
-2000 B

tremely dirty. Originally, the switch could cause intermittent problems if the switch had 1K ohms of resistance between the contacts. With the modification, the switch can exceed 22K ohms of resistance between its contacts and still work properly.

B. It will cause the flipper switch to turn on only the 4093 CMOS IC. The 4093 then drives both the 50V and 9V circuit.

Please follow the directions in the modification, using the Version F solid-state flipper board schematic on page #56 in your *Back to the Future* game manual for reference.

Read and understand the modification before beginning. If you have any questions during the modification, call me or Arnie at (800) 542-5377 (a number good around the country and in Illinois).

Modification: TY-FFASI 2006 Solid-State Flipper to Version F

Time required: 30 minutes.

Parts required: Two 4.7K ohm resistors, two 1K ohm resistors, two 10K ohm resistors, two 2N3904 transistors, two 220K ohm resistors, two 390K ohm resistors, two 100 ohm resistors; four 1/2-inch insulated jumper wires, and one two -inch insulated jumper wire.

Tools required: 25-watt soldering iron, small side cutters, solder wick/solder sucker, and rosin core solder.

The process:

1. Cut the trace to pin 2 of U1A and U2A and tie pin 2 to +5VDC.
2. Change R1 and R21 to 4.7K ohm resistors.
3. R7 and R23 are kluged to be a pull-up resistor for CN1-9 and CN1-1. Change R7 and R23 to 1.0K ohm resistors.
4. Change R5 and R22 to 10K ohm resistors. One side of R5 and R22 is removed from CN1-1 and CN1-9 and tied to pin 3 of U1A and U2A, respectively.
5. Q6 and Q12 are changed from 2N3906 to 2N3904 transistors. Also, the collector and emitter of Q6 and Q12 are swapped.
6. Change R33 and R34 to 220K ohm resistors.
7. Change R10 and R26 to 390K ohm resistors.
8. Remove and discard C4, C9, C10, C11, R12, R13, R28, and R29.
9. Jump pin 5 to pin 8 of IC's U1 and U2.
10. Change R16 and R32 to 100 ohm resistors.
11. Inspect your work for any solder splashes.
12. Install the board into a game and verify proper operation.

Remember to call if you need any assistance; we will be happy to oblige. □

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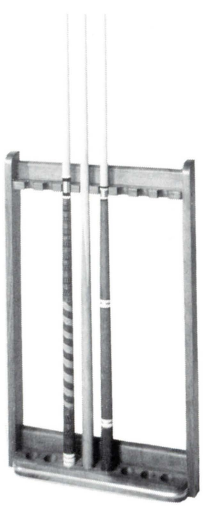
NO TOP HOLES TO BREAK CUES OR KNOCK OFF TIPS!



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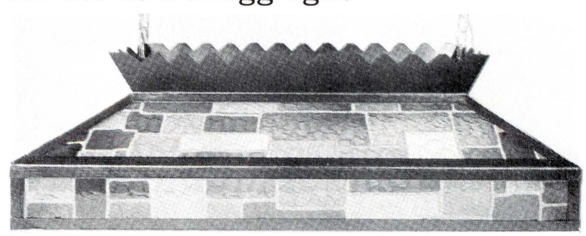

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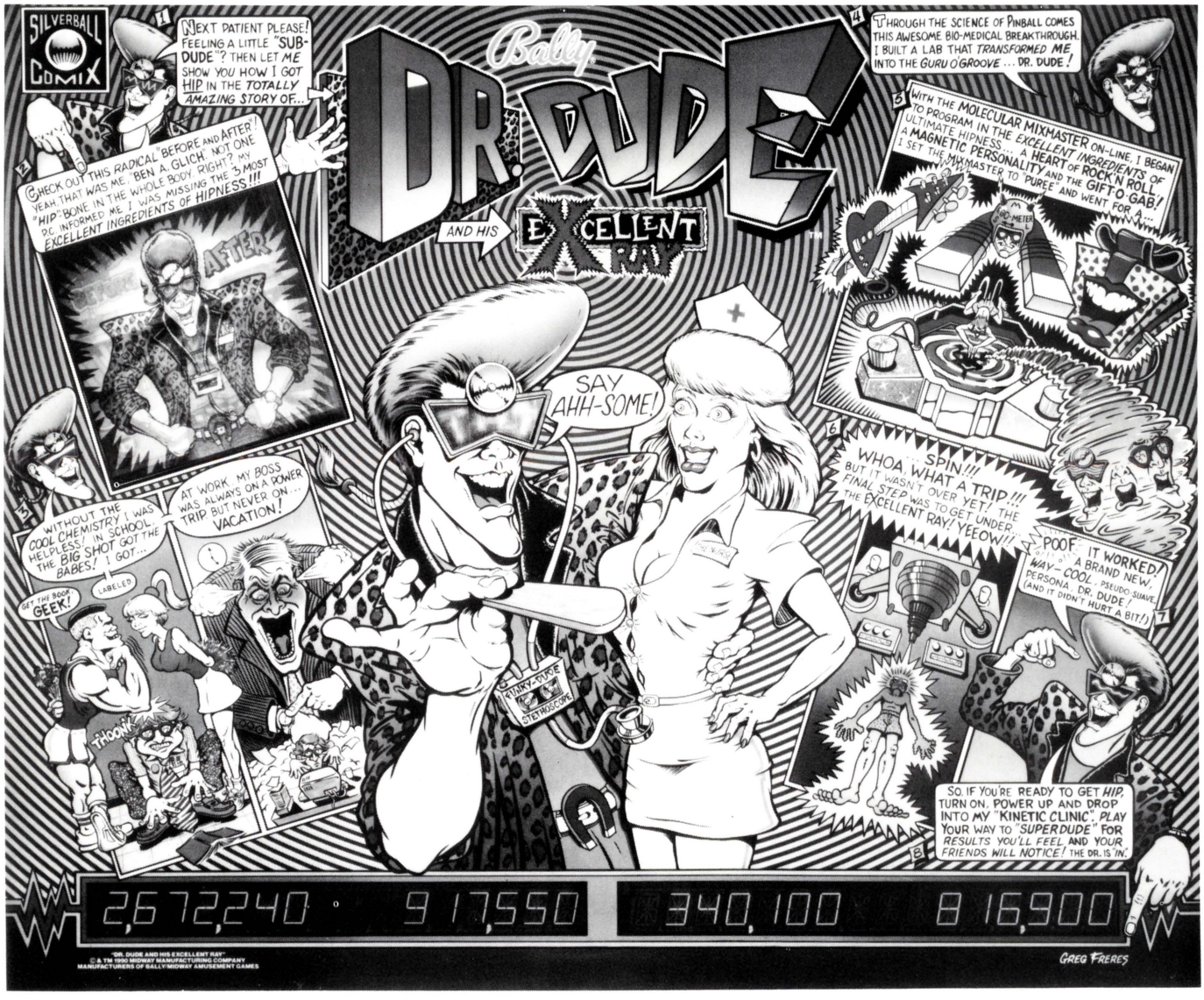
SILVERBALL COMIX
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AND HIS EXCELLENT RAY
NEXT PATIENT PLEASE! FEELING A LITTLE "SUB-DUDE"? THEN LET ME SHOW YOU HOW I GOT HIP IN THE TOTALLY AMAZING STORY OF...
CHECK OUT THIS RADICAL 'BEFORE AND AFTER'. YEAH, THAT WAS ME. "BEN A GLICH", NOT ONE "HIP" BONE IN THE WHOLE BODY, RIGHT? MY D.G. INFORMED ME I WAS MISSING THE 3 MOST EXCELLENT INGREDIENTS OF HIPNESS!!!
BEFORE
AFTER
WITHOUT THE COOL CHEMISTRY I WAS HELPLESS! IN SCHOOL THE BIG SHOT GOT THE BABES! I GOT...
GET THE BOOK GEEK!
LABELED
AT WORK MY BOSS WAS ALWAYS ON A POWER TRIP BUT NEVER ON... VACATION!
THOONK
THROUGH THE SCIENCE OF PINBALL COMES THIS AWESOME BIO-MEDICAL BREAKTHROUGH. I BUILT A LAB THAT TRANSFORMED ME INTO THE GURU O'GROOVE ... DR. DUDE!
WITH THE MOLECULAR MIXMASTER ON-LINE, I BEGAN TO PROGRAM IN THE EXCELLENT INGREDIENTS OF ULTIMATE HIPNESS... A HEART OF ROCK 'N ROLL, A MAGNETIC PERSONALITY AND THE GIFT O' GAB! I SET THE MIXMASTER TO "PUREE" AND WENT FOR A...
HIP-O-METER
SPIN!!!
WHOA, WHAT A TRIP!!! BUT IT WASN'T OVER YET! THE FINAL STEP WAS TO GET UNDER THE EXCELLENT RAY! YEEOW!!!
POOF... IT WORKED! A BRAND NEW, WAY-COOL, PSEUDO-SUAVE PERSONA, DR. DUDE! (AND IT DIDN'T HURT A BIT!)
SAY AHH-SOME!
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MARY-POPPINS STETHOSCOPE
SO, IF YOU'RE READY TO GET HIP, TURN ON, POWER UP AND DROP INTO MY "KINETIC CLINIC". PLAY YOUR WAY TO "SUPERDUDE" FOR RESULTS YOU'LL FEEL, AND YOUR FRIENDS WILL NOTICE! THE DR. IS 'IN'.
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GREG FRERES

With summer over and kids back in school, amusement game operators have pulled equipment from the summer stops and moved it all back to the route. Business is sluggish here on the East Coast as the recession continues. Full-service vending companies seem better equipped to handle these slow periods with a broader customer and service base.

Most people in my area are tightening their belts as inflation rises during the Middle East conflict. War games take on a new meaning as American soldiers and state-of-the-art weapons systems prepare for the worst.

In July, I mistakenly cited Williams' *Jokerz!* as the first game with the "double your score" feature. It actually appeared first on Premier's *Diamond Lady* over a year earlier. *Diamond Lady* was an export game that American players did not see very often.

The "double your score" feature was invented by Gottlieb designer Jon Norris, who's also credited with the new "select-a-feature" play mode on *Lights, Camera, Action!*. "Select-a-feature" appears again on Premier's *Vegas*. This exciting feature allows players the chance to select the scoring of their choice when a feature is hit.

"Dr. Dude *features some of the most attractive art that I have seen in a long time.*"

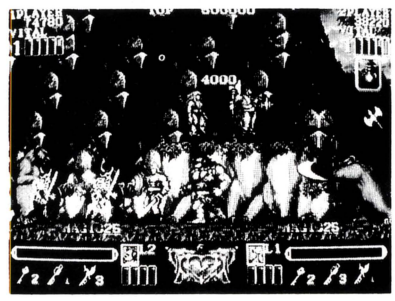
Vegas is a very good game (rated ###) at a competitive price, so check it out at your local distributor showroom. Premier's newest Gottlieb pinball, *Deadly Weapon*, previews at the AMOA Expo.

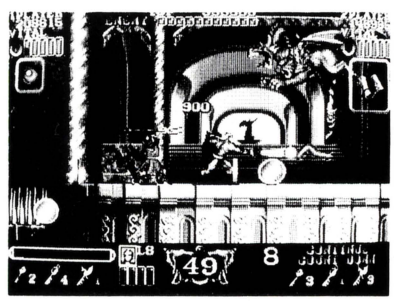
Following are several games that I have had an opportunity to review recently.

Say "ahh-some" for Midway's *Dr. Dude*

Midway Manufacturing introduces a new Bally pinball with a comic book theme—*Dr. Dude*. This game features some of the most attractive art that I have seen in a long time. The game brought back memories of other wacky artwork that appeared on *Strange Science* and *Elvira and the Party Monsters*.

Magic Sword





Dr. Dude has plenty of appeal for players. I tried it in a New York test location where the game received heavy play. The idea is to complete playfield features like Magnetic Personality, Heart of Rock 'n Roll, and Gift of Gab to achieve the Molecular Mixmaster.

An interesting ramp shot, the Molecular Mixmaster leads the ball to a mini spinning playfield above the playing surface. Here, the ball can randomly hit targets for scoring. The player must then shoot for the Excellent Ray for lock-ups and multi-ball.

The player must advance the Dude-O-Meter to Super Dude for a Gazillion shot through the spinning Mixmaster. This shot is worth a million plus. I was not able to get this, so I'm not sure how much this feature actually scores.

Dr. Dude also has some other good shots like the Big Shot, where the player tries to knock down the local bully. Above the playfield is a little figurine of the Big Shot, who talks big to get the player to shoot for him.

Magic Sword *ranks with other Capcom winners such as* Capcom Bowling *and* Mercs.

The great comic book art style is credited to Silverball Comix on the machine. The game has captioned words like "Welcome to the Kinetic Clinic," and "Dr. Dude's Prescription for Good Fun." The game also has little art goofs all over, such as "funky dude stethoscope" (with built-in Walkman radio). Next to Dr. Dude is his nurse, more attractive than the typical, voluptuous Bally blonde. The fluorescent cabinet art is also striking.

Dr. Dude has great eye appeal and a good sound package. It will definitely get second looks. What the game lacks in game rules it picks up in art appeal. Score this one ### for a good Midway effort. A special note: women like this game.

Capcom's *Magic Sword*

Capcom debuts a Dungeons and Dragons-type video kit for vertical monitors in *Magic Sword*. Although magical adventure games have not traditionally been my favorites, this one is getting heavy arcade play. It ranks with other Capcom winners like *Capcom Bowling* and *Mercs*.

Magic Sword is a one- or two-player game in which players release varying allies from captivity. These allies help the player fight the bad guys, including ghosts with swords, skeletons, mummies, and flying dragons. The players open chests along the way to collect shields, varied weapons, and keys that unlock doors.

Game rules caution the player to choose wisely when picking up items because some are harmful. Among these items are the Holy Cup, which gives a temporary shield to the player; the Pendant, which doubles the current score; the Golden Book, which can change the enemy to gold; and the Crystal Ball, which makes a hidden chest appear.

The action is fast and team play is reminiscent of that in Atari's *Gauntlet*. *Magic Sword* requires quite a few quarters before a player can get to any significant level. Operators need not worry about kids mastering this game too quickly.

Magic Sword offers over 50 screens of play action. The game will appeal to teens and kids, not adults. It is a strong arcade kit rated ####.

Data East's *Back to the Future*

Data East is promoting *Back to the Future*, a new pinball with a timed million point shot, twin jackpot, and an excellent skill shot from the ball shooter. The game is easily recognized because of the movie series of the same name, and it's showing strong earnings on test reports.

I first saw the game while on vacation in Ocean City, Md., on Labor Day weekend; it was enjoying good play at an arcade there. The game is still available from distributors but may soon be out of stock due to demand. The company is moving on to the next pinball game, *The Simpsons*.

In *Back to the Future*, players shoot the ball from the ball shooter for a right flipper skill shot to the left DeLorean ramp for a quick 100K. Successive shots to the ramps will add letters to D-E-L-O-R-E-A-N. Completing D-E-L-O-R-E-A-N starts a timed million point shot on the ramps. This is similar to the one million Franc ramp shot on *Phantom*.

Back to the Future

Back to the Future *has a timed million point shot, twin jackpot, and an excellent skill shot from the ball shooter.''*

At the center of the playfield you will find a three bank drop target spelling out DMC (DeLorean Motor Company). The player must hit the targets in the order of D-M-C to enable ball lock-ups for BACK-IN-TIME.

The balls are then locked via a ramp and catwalk on the left side of the playfield (the lock-ups are similar to *Time Machine* and *Secret Service*). Multi-ball begins when three balls are locked. Players can then shoot for the Twin Jackpot, which has a varying award from 500,000 to one million points.

Other shots in *Back to the Future* include the Clock Tower Shot where the player is randomly awarded 50K, Turbo Bumpers, Light DELOREAN Millions, Bonus Hold, 100K, or a Bonus Multiplier of 5X. On the right side of the playfield are three targets, D-0-C, which increase the Bonus Multiplier from 1X, 2X, 3X, etc., when completed. Achieving 6X lights SPECIAL. M-C-F-L-Y targets on the left side of the playfield increase the spinner value of Biff's Casino.

Achieving the ball lock-ups and multi-balls are the real excitement of *Back to the Future*. The DELOREAN millions are also fun to score. The Match Feature on this game is also striking because it simulates a lightening strike like the Clock Tower scene in the movie. The artwork and sound in this game are high-quality; movie soundtracks are from Huey Lewis and ZZ Top.

Overall, *Back to the Future* is a fun pinball with a strong movie identification. Since earning reports are good, it should be a safe buy. Ranking: ###-1/2 with a reasonable ROI time and good resale value.

Next time I'll focus on *Moonwalker* by Sega and *Deadly Weapon* by Premier. Be sure to check out *Diner* and *Riverboat Gambler* by Williams.

A reminder that Pinball Expo '90 is scheduled for Nov. 9-10 in Chicago. All pinball lovers will enjoy seeing the new games as well as many classics and lots of pinball memorabilia. For last minute show information, call Rob Berk (800) 323-FLIP.

Special thanks to Bob Weir of The Grateful Dead for helping get some great show tickets during the group's recent visit to Madison Square Garden in New York City. The band's new double live album, ''Live Without A Net,'' is now available on CD for jukeboxes. It's a good album—pick it up for your top locations. □

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Bonnie Theard

Holiday kits, wrestlers, and a Simpsons assortment

This month has it all—holiday novelty kits, hot neon slap bracelets, a Simpsons assortment, and new ways to pin a wrestler.

Bonita Marie features a Christmas Sampler Kit, a mix of pins, digital watches, Santa and snowman pop-up figures, and toy soldiers; all are housed in the company's easy-to-grasp peanut capsules. Popular neon slap bracelets in electrifying colors are also available; just give it a slap and watch it curl around your wrist.

Patches, keychains, and figures of family members come in the new Simpsons Kit. All items fit neatly into the peanut capsule. For more information, call Bonita Marie (800) 272-6375 or (201) 349-1994.

It used to be said that in show business "you've got to have a gimmick." Wrestlers have taken that advice to heart and carved themselves a place in today's pop culture. Men of all ages (and lots of women, judging from the audiences) admire and follow today's flamboyant wrestlers, such as Hulk Hogan.

If you haven't seen professional wrestling matches lately, you may not be familiar with Rowdy Roddy Piper (Hot Rod) or Ted Di Biase (the Million Dollar Man) but fans love them.

HMS Monaco offers a series of licensed pins featuring wrestlers from the World Wrestling Federation. There are 12 different figures in all, including the Ultimate Warrior, Big Boss Man, Jake the Snake (my personal favorite), Dusty Rhodes, and The Rockers.

HMS Monaco also has licensed major league football pins representing all 28 teams. For more information, call HMS Monaco (800) 777-0901 or (212) 691-9000. □

All merchandise suppliers are invited to submit entries for this column. There is no charge and no limit to the number of times your products may be listed. Send items by December 1 for the January 1991 issue.

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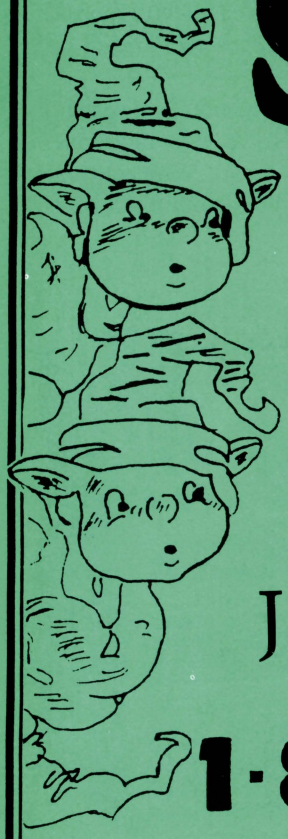

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Gypsy Palm Reader

Zytronics celebrates its 20th anniversary with a modern classic, the *Gypsy Palm Reader*. The game invites players to place their hands on crystal balls in the Gypsy's outstretched hands for a palm reading.

Four separate vend options are available. A single-player can have either palm read for 50 cents, or both for a complete analysis at $1. Couples can each have a palm read for $1. In all instances, the Gypsy issues computer-punched cards for each person. Couples can gauge their compatibility by placing the cards together and matching the marks.

The *Gypsy Palm Reader* comes in a cabinet with thick mica covering, double coin mechs, and double computer card chute. The Gypsy featured on the backglass promises to "reveal, analyze, and evaluate" the future.

This unit joins the Zytronics line of personality testers, including *Handwriting Analysis, Horoscope,* and *Sex Analyst*.

For more information, or distributor referral, write Zytronics, 8823 SW 129th Terrace, Miami, FL 33176; (305) 251-3775; FAX (305) 254-1763.

LaserStar CD-51 and LaserStar Gold CD-100 A

Rowe introduces two new jukebox additions to its line for the '90s: *LaserStar CD-51* and *LaserStar Gold CD-100 A*. Both feature dramatic title display and CDs rotating in a multi-reflective enclosure.

The *LaserStar CD-51* meets market demand for a CD jukebox with less than 100 CDs—an attractive compact unit that's cost-effective for the operator. The jukebox holds up to 51 CD albums.

The jukebox offers a changeable front panel that holds a custom sign for promotions, advertising, and the name of the location or operator. Dimensions are 25.3 inches deep, 35 inches wide, and 49.2 inches high. The bill acceptor takes $1-$5; the stacker holds 500 bills.

The *LaserStar Gold CD-100 A* is Rowe's next generation 100-CD jukebox. An enhanced sound system and new design with the emphasis on gold tones makes the unit stand out. Twelve full-size CD jackets are displayed with title strips, highlighted by theatrical step-framed halo lighting. The motor-driven pages can be flipped by push-button controls to display additional albums and tracks, up to 100 CD albums.

An entire CD album may be selected when enough credit is given. The bill acceptor takes $1-$5 and is available with a 500 bill stacker or optional 1,000 bill stacker. Dimensions are 26.5 inches deep, 41.5 inches wide, and 59.8 inches high.

Both the *LaserStar CD-51* and *LaserStar Gold CD-100 A* can be programmed to automatically play a random or programmed selection and can connect to either the *WallStar* or *CD Dancestar*.

For more information, or distributor referral, write Rowe International Inc., 75 Troy Hills Road, Whippany, NJ 07981; (201) 887-0400; FAX (201) 887-2851.

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Gold Mine and Rebound II

Coin Concepts adds to its line of skill redemption and novelty games with the six-player coin pusher, *Gold Mine*, and the next level "cover the spot" game, *Rebound II*.

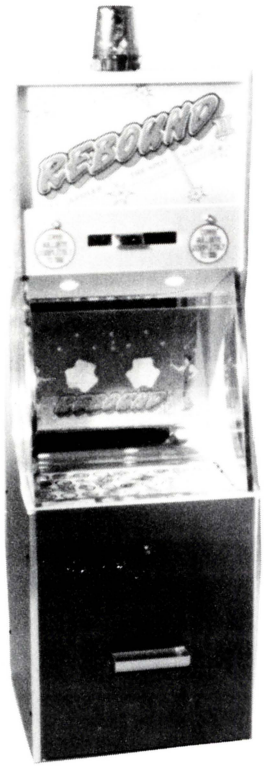
Gold Mine is a hexagon-shaped coin pusher that accommodates up to six players. Features include a wide playfield, two bonus systems, and a unique promotion "token bonus" direct award system. There's also a full tilt alarm and advanced cabinet construction.

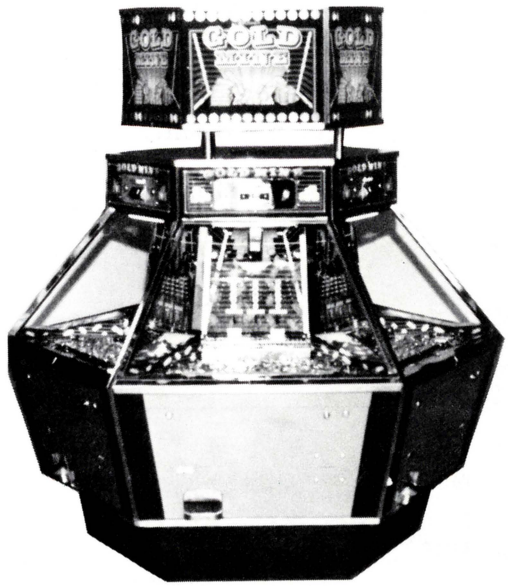
The game's attractive graphics and generous use of gold provide the "hook" to draw players. *Gold Mine* can be operated on either a ticket or token award; it is manufactured by K.W. Systems Ltd. in Kent, England. Dimensions are 73 inches wide and 79 inches high.

Rebound II features a standard skill slide entry with lockout solenoid, revolving adjustable award bonus targets, improved sound, new graphics, and a restyled cabinet. It is available in token and ticket award models.

This "cover the spot" game involves dropping a coin down through a pin maze, after which it moves across a playfield dotted with different value targets.

For more information, or distributor referral, write Coin Concepts, 16 Edgeboro Road, East Brunswick, NJ 08816; (800) 462-COIN or (201) 390-9009; FAX (201) 390-3373.





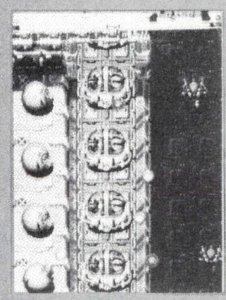
Out Zone

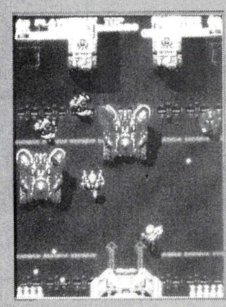
Space adventure fans will be pleased by the introduction of Romstar's newest video, *Out Zone*, a two-player vertical conversion kit with a space rescue theme.

The game scenario goes like this: two inhabitants of a space outpost return from a mission to find their space station invaded by enemy forces. The two embark on a quest to rid the outpost of the interlopers by generous use of bombs and firepower.

Eight stages await the players as they strive to reinstate themselves as the dominant forces on the outpost. Each player has at his disposal an eight-way joystick and two buttons for fire and bomb. Game continuation and buy-in features make it easy for players to proceed with the quest and jump into the action anytime.

For more information, or distributor referral, write Romstar Inc., 22857 Lockness Ave., Torrance, CA 90501; (213) 539-2744; FAX (213) 539-3626.





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South Dakota 3-In-1 Poker

SMS Mfg. introduces the next step in video gaming with its *South Dakota 3-In-1 Poker*, a game offering three poker choices: Jacks or Better, Joker Poker, and Aces or Better. The game was recently approved by the South Dakota Lottery and meets all of that state's video lottery requirements.

South Dakota 3-In-1 Poker features an all-steel, casino-styled cabinet and internal 1,000 bill stacker; the bill acceptor takes $1-5-10-20 bills. It is available in single-game or multiple-game configurations.

All these same features are found on the company's other South Dakota-approved games, *South Dakota Draw Poker* and *South Dakota Video Keno*.

For more information, or distributor referral, write SMS Mfg. Corp., 601 Prospect St., Lakewood, NJ 08701; (800) 221-0138 or (908) 370-3030; FAX (908) 363-6329.

Deadly Weapon

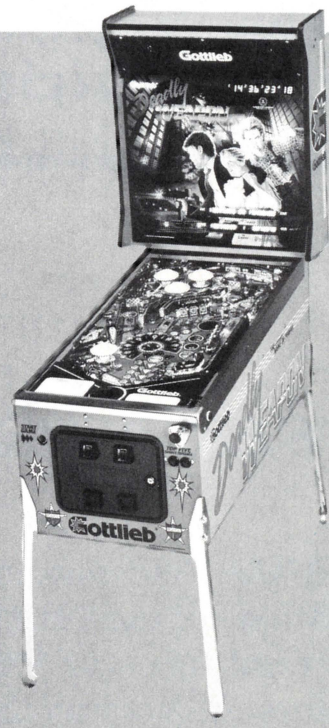
Premier's newest pinball in the SL line is *Deadly Weapon*, a game that is both economically priced for the operator and easy to understand for the player.

Features include Premier's no ball hang-ups, pre-wiring for side-mount ticket dispenser, and electromechanical coin counter meter. An optional dollar bill door is available.

This front door has one coin slot and a cut-out pre-wired to add the dollar bill validator of your choice.

In *Deadly Weapon*, the player doubles as a police officer whose object is to travel the alleys and make arrests. These arrests are visible on the secondary display in the backglass, which depicts high-rise buildings and a crime in progress.

Players may enter the riot bonus round by completing all the letters in "weapon" and becoming a Super Cop. The game's cabinet is vivid blue and the playfield is dotted with yellow, green, and red.



For more information, or distributor referral, write Premier Technology, 759 Industrial Drive, Bensenville, IL 60106; (708) 350-0400; FAX (708) 350-1097.

Moonwalker

Sega debuts a unique new video in *Moonwalker*, a game designed with input from the world famous entertainer, Michael Jackson.

Moonwalker is a three-player game that allows players to control their own Michael Jackson character through five rounds of play and 13 stages. It's filled with high-speed action and dancing with music to match.

Jackson's biggest hits are featured on the soundtrack: "Bad," "Smooth Criminal," "Beat It," "Another Part of Me," and "Billie Jean."

The object of the game is to rescue children captured by evil-doers and imprisoned in spinning rays. The on-screen Michael Jackson characters use no guns but rather an "aura" to assist in overcoming enemies.

For more information, or distributor referral, write Sega Enterprises Inc.

USA, 2149 Paragon Drive, P.O. Box 610550, San Jose, CA 95161; (408) 435-0201; FAX (408) 435-0294.

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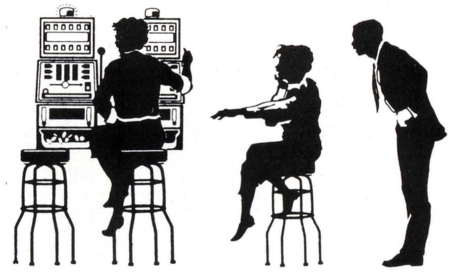

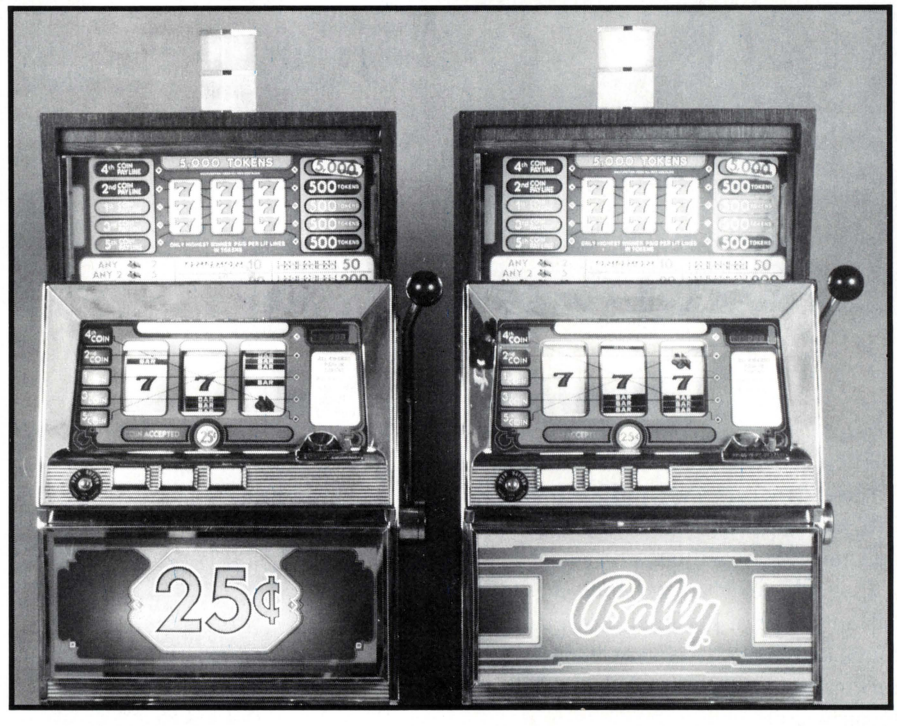

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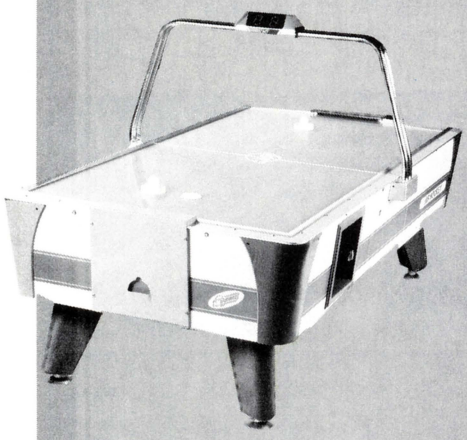
Deluxe Edition Air Hockey



Dynamo introduces the *Deluxe Edition Air Hockey*, the newest table game in the company line.

Among the features are bright, new graphics and optional overhead scoring system; all-plywood cabinet; heavy-duty, long-wearing laminate top; player-approved goal size and table design; centerline for tournament play; and deluxe mallets and pucks (new "quiet" pucks are also available).

In addition, the game has a high-impact polystyrene leg system, easy access to electronics and parts, and a manual push chute (electronic coin mechanism or twin drop chutes also available).

Dimensions are 31 inches wide, 51-1/2 inches long, and 99-1/2 inches long.

For more information, or distributor referral, write Dynamo Corp., 2525 Handley-Ederville Road, Richland Hills, TX 76118; (800) 527-6054; FAX (317) 284-7606.

Riverboat Gambler

There's a chance to score a Royal Flush and rack up half a million points in *Riverboat Gambler*, the newest pinball game from Williams.

Players can try their luck at the casino games of Roulette, Blackjack, Slots, and Five Card Poker, then ante up for a chance at big stakes playfield features.

Scoring 21 at the Blackjack table puts players in the chips if they don't bust. Consecutive Winning Streak loop shots lead to the Slots and Multi-ball.

The shooter skill shot sets up players at Roulette and a special control panel offers them the choice of red, black, green, or pass on the action. For lucky players, gold stars earn Second Chance Extra Ball play. The backglass win meter allows players to break the bank with a progressive Jackpot worth over nine million points.

For more information, or distributor referral, write Williams Electronics Games Inc., 3401 N. California Ave., Chicago, IL 60618; (312) 267-2240; FAX (312) 267-8435.

Punk Shot

Four players can join in the action of wild, street basketball in Konami's newest video, *Punk Shot*.

Buy-in and continuation features are included on this horizontal monitor game with these player controls at each player station: eight-way joystick and two buttons for pass/attack and shoot/jump.

Players can choose to be members of either the Ramblers or the Slammers, tough two-man teams who carve out their turf downtown in the alley, at the local park, or dockside. Cheering and jeering from the sidelines mean there's no home court advantage.

Rules are non-existent in this game where players must always watch their backs. Ball stealing is raised to an art form and fists can speak louder than words when the two gangs face-off. To add to the confusion, an elderly, broom-toting grandma gets in the way as she tries to clean up her neighborhood, starting with your teammates!

For more information, or distributor referral, write Konami Inc., 900 Deerfield Parkway, Buffalo Grove, IL 60089; (708) 215-5100; FAX (708) 215-5144.

Fire Fighter

Coin Concepts introduces a new redemption unit in *Fire Fighter*, a one- or two-player competitive game that asks players to rescue a damsel from a burning building.

In *Fire Fighter*, each player station has a hand control that directs water to a target, causing a fireman to move up a long ladder aside a burning building. A young lady is trapped in a top window and players race each other in an effort to save her.

There are many adjustable features, from coinage to ticket awards and time allotted to play. An attractive sound package and graphics complete the game.

Fire Fighter has a self-contained, recirculating water system and a no-splash design. Dimensions are 84 inches deep, 42-3/4 inches wide, and 95 inches tall.

For more information, or distributor referral, write Coin Concepts, 16 Edgeboro Road, East Brunswick, NJ 08816; (800) 462-COIN or (201) 390-9009; FAX (201) 390-3373.

Hot Shots Tennis, Arlington Horse Racing

The Strata Group brings two new games to the market with *Hot Shots Tennis*, a video upright, and *Arlington Horse Racing*, a redemption unit.

Hot Shots Tennis allows players to view the action from their opponent's point of view as well as their own.

The game is available in standard upright cabinet, countertop, or cocktail split-screen with simultaneous two-player action. Players can use hard, soft, and lob shots and begin at whatever level of play they desire. As players improve, they can accumulate skill points and attempt to earn an Ace ranking.

Arlington Horse Racing is based on the thoroughbred racing action at the Arlington International Racecourse.

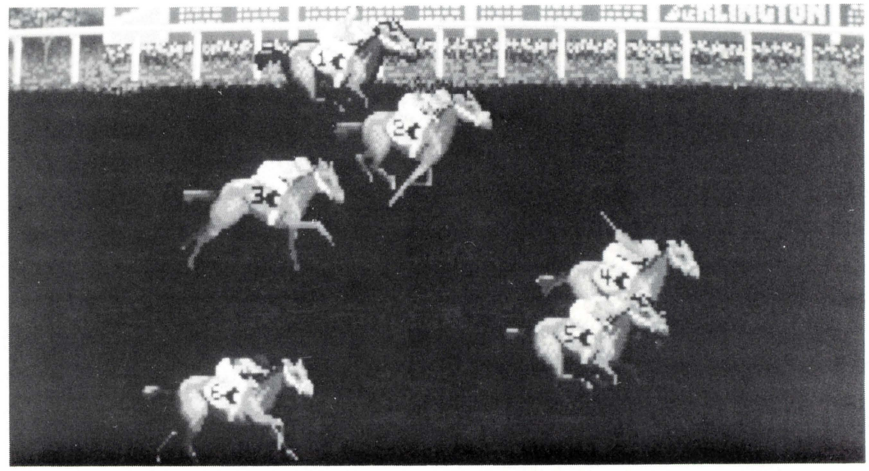
Twenty-four world-famous Arlington winners of the past provided the basis for the game. Any number of tokens can be used per race for bets of win, place, or show on any of the six horses.

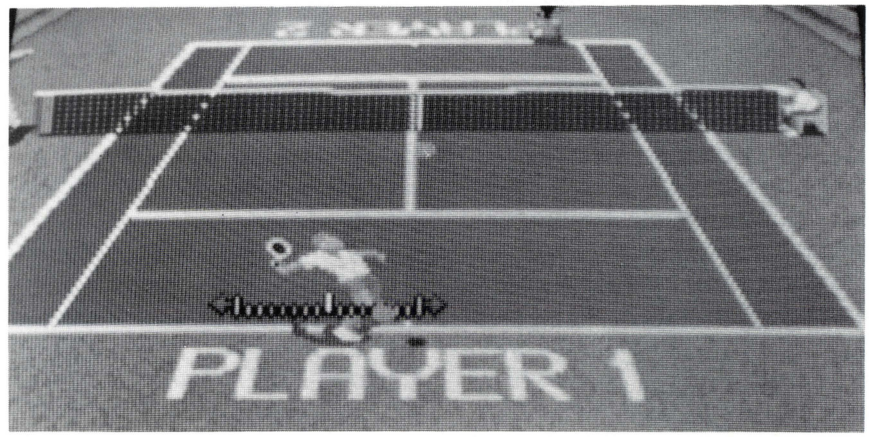
Other token wagers can be made on a perfecta, trifecta, and quinella. The game is available in upright and countertop versions with a ticket dispenser.

In addition, Strata has developed a joystick-based version of its *Golden Tee Golf* video that features three challenging courses and gives players the ability to select clubs and change their perspective in order to make the best possible shot.

The new control will make it easy for operators with joystick and button-based cabinets to convert to *Golden Tee Golf*.

For more information, or distributor referral, write The Strata Group, 709 W. Algonquin Road, Arlington Heights, IL 60005; (709) 437-2704; FAX (708) 437-2473.





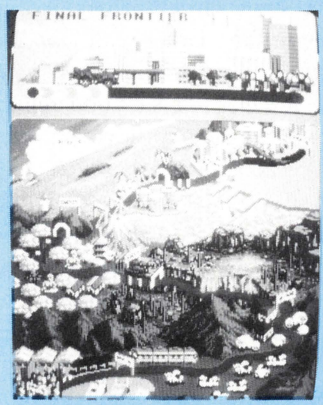
Over Drive

Konami shifts into high gear with *Over Drive*, a new stockcar race-themed dedicated video that offers players the experience of day-into-night driving.

Crowds roar and tires squeal in this realistic competition that travels through various sections of the country, including Rural and Rough, the Valley of Doom, Oriental Mystique, Sunset Cruise, and the Final Frontier.

Players must negotiate hairpin twists and turns in the course while trying to maintain world record-breaking speed. Taking a wrong turn can mean a serious crash into a competitor's vehicle or building, even a deadly plunge off a hazardous precipice. Completing checkpoints along the way helps the player continue the race.

In *Over Drive*, players may choose the background music at the start of the race. Throughout the game the screen shows the score, speed, distance to the



next check point, and time remaining. Any time left after completing all checkpoints is added to the player's score as bonus points. Controls include a steering wheel, gear shift, and accelerator.

For more information, or distributor referral, write Konami Inc., 900 Deerfield Parkway, Buffalo Grove, IL 60089; (708) 215-5100; FAX (708) 215-5144.

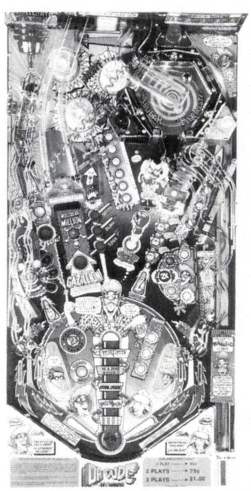
Dr. Dude

There's a doctor in the house for sure with Midway Mfg.'s newest Bally pinball, *Dr. Dude and his Excellent Ray*.

The Optrix backglass panel features the fun and whimsey we've come to expect from Bally. Here, the good doctor and his nurse, the requisite voluptuous vixen, are bordered by a comic strip-style story of how our hero went from geek to super cool dude. Popular words of the '90s, such as ''awesome'' and ''excellent,'' punctuate the tale.

Back on the playfield, players can gain a Heart of Rock 'n Roll, a Magnetic Personality, and the Gift of Gab. The challenge of advancing the Dude-O-Meter from Plain Dude to Super Dude is a game-to-game carryover that offers special rewards.

Features include a spin on the Molecular Mixmaster to activate the Excellent Ray. Look for two-ball Multi-Ball and a chance to collect jackpot values of up to five million



points. There are also double jackpots, multiple jackpots, and 2X playfield scoring. The topper is the Gazillion Shot when the Dude-O-Meter reaches Super Dude status.

For more information, or distributor referral, write Midway Mfg., 3401 N. California Ave., Chicago, IL 60618; (313) 267-2240; FAX (312) 267-8435.

ATAXX

Leland introduces a new video of skill and strategy with *ATAXX*, a kit for horizontal monitors that offers a chance to maneuver ''globs'' into position to capture an opponent's ''globs.''

If this sounds a bit confusing, it actually translates into fun as your ''globs'' attack others while trying to avoid being captured. The player with the most ''globs'' at the end of the game is the winner.

Game play involves five levels of play, 21 different screens, and five different opponents. Quick reflexes are a requirement.

ATAXX is a trackball-controlled game for one or two players. Players choose their characters at the start and can select difficulty levels. The background grid changes from screen to screen and keeps the players on their toes.

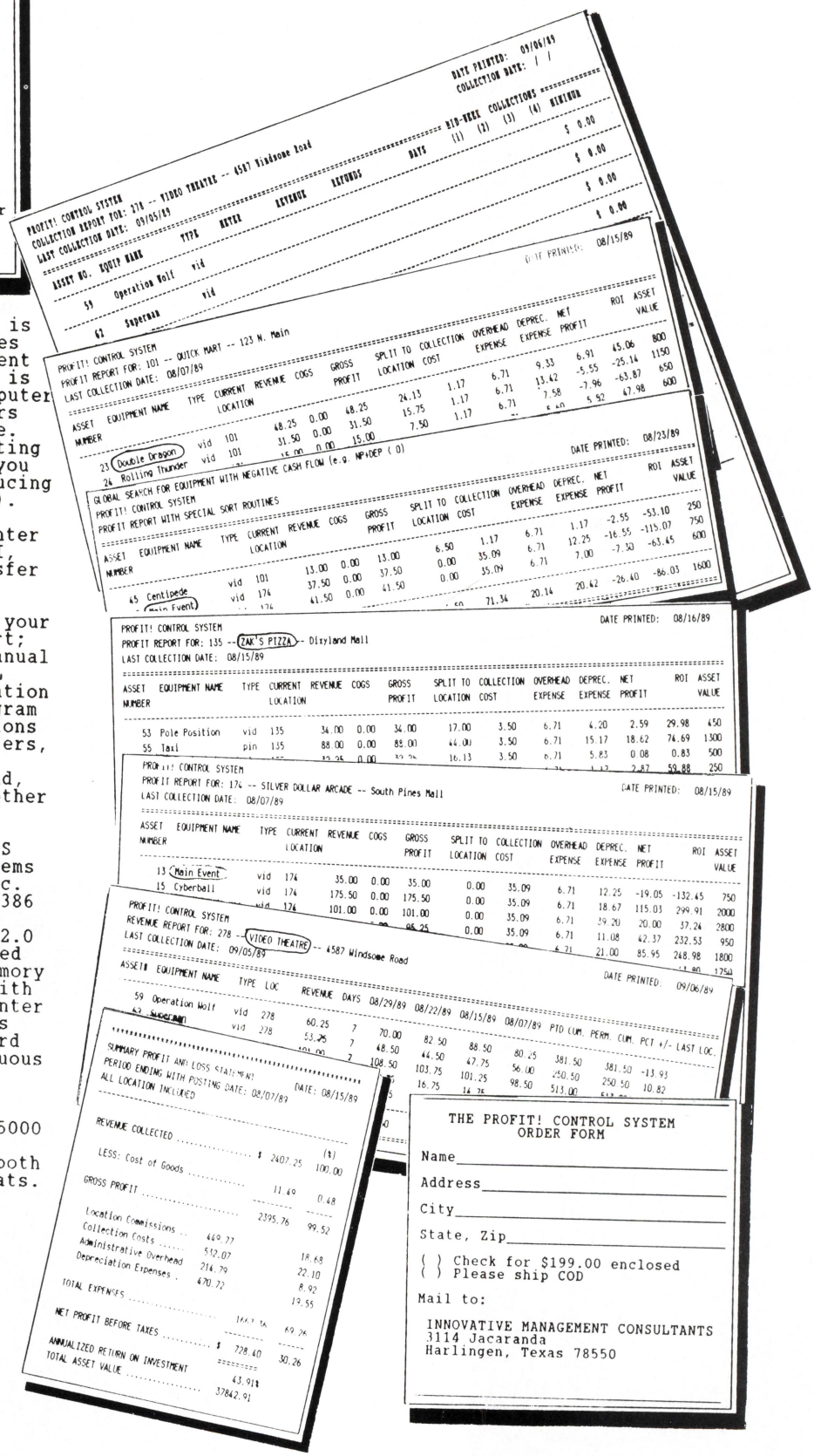
For more information, or distributor referral, write The Leland Corp., 1841 Friendship Drive, El Cajon, CA 92020; (619) 562-7000; FAX (619) 562-9468.

Bill,

I need to know ...

1. Should I rotate the Double Dragon at Quick Mart?
2. Did you want to put another machine into Zak's Pizza?
3. Should we sell one of our Main Events?
4. Do you want me to pull everything from Video Theatre this week?
5. Does Hilda have my collection reports ready for tomorrow?

Charles


PROFIT! CONTROL SYSTEM
COLLECTION REPORT FOR: 278 -- VIDEO THEATRE -- 4587 Windsome Road
LAST COLLECTION DATE: 09/05/89
DATE PRINTED: 09/06/89
COLLECTION DATE: / /
ASSET NO. EQUIP NAME TYPE RATES EXTENDS RECORDS DAYS BID-REQ COLLECTIONS (1) (2) (3) (4) MINIMUM
59 Operation Wolf vid $ 0.00
62 Superman vid $ 0.00
PROFIT! CONTROL SYSTEM
PROFIT REPORT FOR: 101 -- QUICK MART -- 123 N. Main
LAST COLLECTION DATE: 08/07/89
DATE PRINTED: 08/15/89
ASSET NUMBER EQUIPMENT NAME TYPE CURRENT LOCATION REVENUE COGS GROSS PROFIT SPLIT TO LOCATION COLLECTION COST OVERHEAD EXPENSE DEPREC. EXPENSE NET PROFIT ROI ASSET VALUE
23 Double Dragon vid 101 48.25 0.00 48.25 24.13 1.17 6.71 9.33 6.91 45.06 800
24 Rolling Thunder vid 101 31.50 0.00 31.50 15.75 1.17 6.71 13.42 -25.14 1150
7.50 1.17 6.71 7.58 -5.55 -7.96 -63.87 650
5.92 47.98 600
GLOBAL SEARCH FOR EQUIPMENT WITH NEGATIVE CASH FLOW (e.g. NPVDEP (0)
PROFIT! CONTROL SYSTEM
PROFIT REPORT WITH SPECIAL SORT ROUTINES
DATE PRINTED: 08/23/89
ASSET NUMBER EQUIPMENT NAME TYPE CURRENT LOCATION REVENUE COGS GROSS PROFIT SPLIT TO LOCATION COLLECTION COST OVERHEAD EXPENSE DEPREC. EXPENSE NET PROFIT ROI ASSET VALUE
45 Centipede vid 101 13.00 0.00 13.00 6.50 1.17 6.71 1.17 -2.55 -53.10 250
vid 174 37.50 0.00 37.50 0.00 35.09 6.71 12.25 -16.55 -115.07 750
41.50 0.00 41.50 0.00 35.09 6.71 7.00 -7.30 -63.45 600
71.34 20.14 20.42 -26.40 -86.03 1600
PROFIT! CONTROL SYSTEM
PROFIT REPORT FOR: 135 -- ZAK'S PIZZA -- Dixyland Mall
LAST COLLECTION DATE: 08/15/89
DATE PRINTED: 08/16/89
ASSET NUMBER EQUIPMENT NAME TYPE CURRENT LOCATION REVENUE COGS GROSS PROFIT SPLIT TO LOCATION COLLECTION COST OVERHEAD EXPENSE DEPREC. EXPENSE NET PROFIT ROI ASSET VALUE
53 Pole Position vid 135 34.00 0.00 34.00 17.00 3.50 6.71 4.20 2.59 29.98 450
55 Taxi pin 135 88.00 0.00 88.00 44.00 3.50 6.71 15.17 18.62 74.69 1300
16.13 3.50 6.71 5.83 0.08 0.83 500
PROFIT! CONTROL SYSTEM
PROFIT REPORT FOR: 174 -- SILVER DOLLAR ARCADE -- South Pines Mall
LAST COLLECTION DATE: 08/07/89
DATE PRINTED: 08/15/89
ASSET NUMBER EQUIPMENT NAME TYPE CURRENT LOCATION REVENUE COGS GROSS PROFIT SPLIT TO LOCATION COLLECTION COST OVERHEAD EXPENSE DEPREC. EXPENSE NET PROFIT ROI ASSET VALUE
13 Main Event vid 174 35.00 0.00 35.00 0.00 35.09 6.71 12.25 -19.05 -132.45 750
15 Cyberball vid 174 175.50 0.00 175.50 0.00 35.09 6.71 18.67 115.03 299.91 2000
vid 174 101.00 0.00 101.00 0.00 35.09 6.71 39.20 20.00 37.24 2800
0.00 35.09 6.71 11.08 42.37 232.53 950
6.71 21.00 85.95 248.98 1800
PROFIT! CONTROL SYSTEM
REVENUE REPORT FOR: 278 -- VIDEO THEATRE -- 4587 Windsome Road
LAST COLLECTION DATE: 09/05/89
DATE PRINTED: 09/06/89
ASSET# EQUIPMENT NAME TYPE LOC REVENUE DAYS 08/29/89 08/22/89 08/15/89 08/07/89 PTD CUM. PERM. CUM. PCT +/- LAST LOC.
59 Operation Wolf vid 278 60.25 7 70.00 82.50 88.50 80.25 381.50 381.50 -13.93
62 Superman vid 278 53.25 7 48.50 44.50 47.75 56.00 250.50 250.50 10.82
101.00 7 108.50 103.75 101.25 98.50 513.00
SUMMARY PROFIT AND LOSS STATEMENT
PERIOD ENDING WITH POSTING DATE: 08/07/89
DATE: 08/15/89
ALL LOCATION INCLUDED
REVENUE COLLECTED $ 2407.25 (%) 100.00
LESS: Cost of Goods 11.49 0.48
GROSS PROFIT 2395.76 99.52
Location Commissions 449.77 18.68
Collection Costs 512.07 22.10
Administrative Overhead 214.79 8.92
Depreciation Expenses 470.72 19.55
TOTAL EXPENSES 1667.36 69.26
NET PROFIT BEFORE TAXES $ 728.40 30.26
ANNUALIZED RETURN ON INVESTMENT 43.91%
TOTAL ASSET VALUE 3842.91

The PROFIT! CONTROL SYSTEM is computer software that takes control of all your amusement or vending equipment. Here is software for your microcomputer that calculates and delivers profits to your bottom line. It is not a general accounting package; its a system for you if you manage revenue-producing equipment (arcade or route). It makes every machine and every location a profit center and focuses on profits, ROI, collection histories, transfer dates, and meter readings.

And getting the answers to your questions is no great effort; our 70+ page instruction manual explains THE PROFIT CONTROL SYSTEM in detail. Installation is quick and using the program is easy. Entering collections is simple; equipment transfers, different token rates, and minimums are no problem. And, you never have to write another collection ticket by hand.

Here are the details. MS/DOS compatible for popular systems like IBM, Compaq, Tandy, etc. based on 8086, 80286, or 80386 microprocessors. Operating System: MS/DOS (or PC/DOS) 2.0 or higher. Language: Compiled QuickBasic by Microsoft. Memory Requirement: Minimum 256k with two disks or harddisk. Printer Requirements: 132 characters per line capacity in standard or compressed print, continuous paper feed recommended. Equipment Capacity: Limited only by disk storage space. Practical limits are 50 to 5000 pieces of equipment. Disk Format: All orders include both 3-1/2" and 5-1/4" disk formats.

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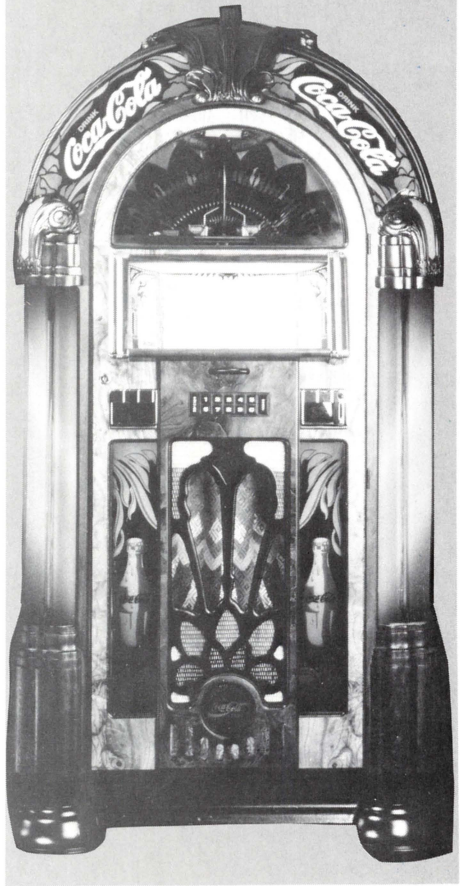
Coca-Cola Limited Edition

Antique Apparatus combines the classic look of Golden Era jukeboxes with the time-honored Coca-Cola logo in a new limited edition jukebox.

Coca-Cola has granted Antique Apparatus an exclusive license to produce jukeboxes with familiar Coca-Cola designs. An extra added attraction is the light bar speaker, also available with Coca-Cola mirrors.

This *Coca-Cola Edition* jukebox joins the company's nostalgic jukebox lineup that includes *The Bubbler*, *The Gazelle*, and *The Peacock*. Antique Apparatus is known for exotic jukebox models. The new addition to the line is a variation of *The Gazelle* and comes in either CD or 45 format.

For more information, or distributor referral, write Antique Apparatus, 2555 237th St., Torrance, CA 90505; (213) 534-1511; FAX (213) 534-3620.



Brute Force

Leland debuts a three-player interactive action/adventure game in *Brute Force*, a dedicated video with a 25-inch monitor and three-dimensional action.

Brute Force has an inner city fighting theme. Players can choose to be one of three good guys: Buzz, Krush, or Snake. Controls allow players to jump, dive, walk, run, punch, kick, jump kick, spin kick, shoot, throw, swing, and heave.

A variety of weapons can be taken from the nine bad guys, including barrels, benches, bombs, bottles, cinder blocks, propane torches, grenades, Uzis, trashcans, and whips. The bad guys are skinheads, snipers, terrorists, ninjas, drug lords, escaped convicts, and a host of other undesirables.

Brute Force has a special convert-a-credit feature. Scoring is indicated as "the price on yo' head," and represents the contract on your life. Points are added for killing off the bad guys, recovering stolen property, and solving target crimes. Points are deducted for destruction of public and private property.

A colorful stoolie, Sparrow, offers directions and opportunities to purchase flack jackets (your must have one in this crowd!), ammo refills, brass knuckles, gas masks, and bombs. The game takes place in Big City, USA, and travels through four levels—street, subway, tunnel, and sewer.

For more information, or distributor referral, write The Leland Corp., 1841 Friendship Drive, El Cajon, CA 92020; (619) 562-7000;. FAX (619) 562-9468.

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AMOA

Amusement & Music Operators Association

Cash Cube

Worldwide Specialty offers the high-visibility of the *Cash Cube*, a Lexan and aluminum booth that can be used at special events or contests.

Players enter the booth and have a certain time period in which to catch cash or coupons flying about inside the cube.

The *Cash Cube* features a unique storage container called the Stock-It-Pocket that allows participants to either win what is caught in their hands or what is stuffed into the container.

There's a mirrored back panel that gives the illusion of twice the flying material, a digital countdown, sound effects, and a top winner light. It can be assembled and disassembled in a few minutes by one person. Dimensions are 42-1/2 inches wide, 89 inches high, and 84-1/2 inches long. The unit is also

available on caster wheels for easy mobility.

For more information, write Worldwide Specialty Products Inc., 601 Brady St., Suite 304, Davenport, IA 52803; (800) 728-1511.

Bill changer

Hamilton Scale Corp. has introduced the EV-40, a small dollar bill changer designed specifically to fit in locations that don't have the space or the need for a large changemaker. A typical installation might be a small vending area in an office setting.

This compact, 40 lb. changer is 21'' high, 8'' wide, and 12-3/4'' deep. It can be mounted on a table top, to the side of a vending machine, on the wall, or banked, using an optional header and base. The hopper has a $54 quarter capacity, or the equivalent in .984 or .901 tokens. Spare tube-type coin dispensers are available for quick refill.

The EV-40 can be shipped via UPS.

For more information, contact Jim Nesmith, Sales Manager, Hamilton Scale Corp., 3350 Secor Road, Toledo, OH 43606; (419) 535-7667; FAX (419) 535-0345.

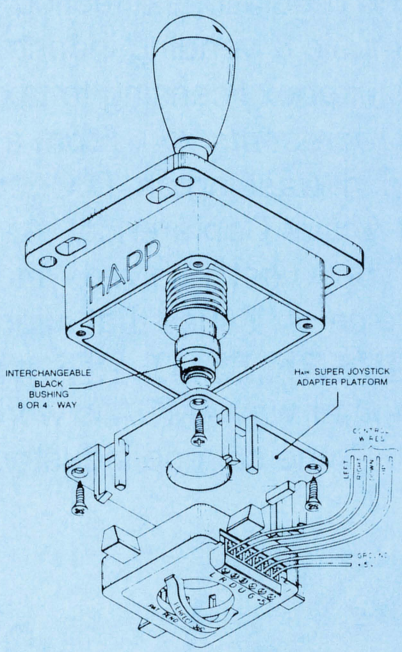
Updated joystick

Perfect 360 has added an adapter platform to its solid-state joystick controls, allowing easy retrofitting to Happ Control's ''Super Joystick.'' The company has also included two interchangeable bushings inside each control. This permits operators to select either a four-way or eight-way control.

The Perfect 360 control does not experience degradation to its logic pull-down level. The first-generation control was rated at a +.8 volt pull-down level. Now, with the introduction of the second-generation model, the company has a control rated less than .03 volts pull-down.

Among the other features are guaranteed perfect play; no moving parts to wear, oxidize, or break; precision control; no dead spots; a one-year warranty; ultra-fast response; and no intermittent failure.

For more information, contact Perfect 360, 3840 Hillside Lane, Salt



Lake City, UT 84109; (801) 278-5248 or (801) 534-8950; FAX (801) 487-7784.

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- Hi-Lo Bonus Game.
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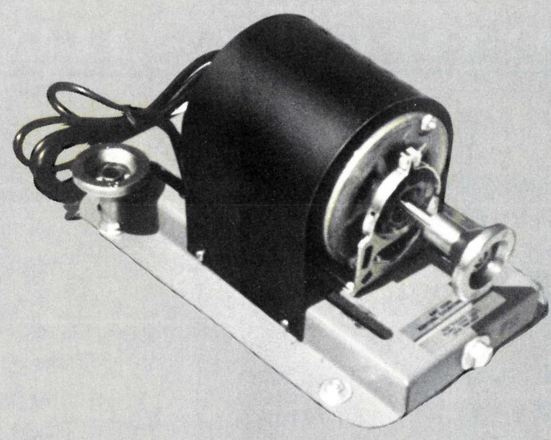
119-A Thornton Dr., Hyannis, MA 02601 **(508) 771-6088 - FAX: (508) 771-6119**

Coin sorter

ABC Coin Sorting & Counting Co. now offers a crimper for crimping the open end of cartridge wrappers. The key feature of the crimper is that it only requires two heads for four denominations. This means less changing of the heads.

Once the wrapper is filled with coins, place the open end of the wrapper into the crimper dual-head. The spinning rotation of the head provides a fast, tamper-proof seal on the end of the roll. Only two heads are needed to service all four denominations; they both come with the crimper. One head is used for five and 25 cents, the other for one and 10 cents.

The thermally protected ABC crimper operates on 115 volts at 1.6 amperes. It is a free-standing unit; there is no need to bolt it down.



For more information, contact Marcia Steffen, ABC Coin, 2839 Biscayne, Plano, TX 75075; (214) 596-1212.

Selector guide

Master Bond Inc. has introduced a new application selector guide for its microelectronic resin systems. Included are sections for adhesive/sealants, impregnants, coatings, and potting/encapsulation compounds.

Also included are electrically insulative and conductive products, viscosities, cure speeds, service temperature ranges, and application recommendations for different grades. A wide range of compounds are listed to meet the many varied requirements of the electronic industry. Products are compiled under appropriate categories.

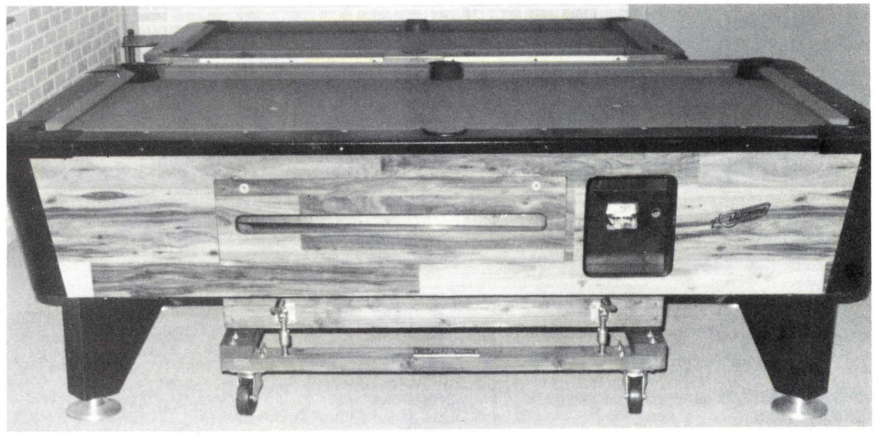
For more information, contact James Brenner, Marketing Manager, Master Bond Inc., 154 Hobart St., Hackensack NJ 07601; (201) 343-8983.

Pool dolly

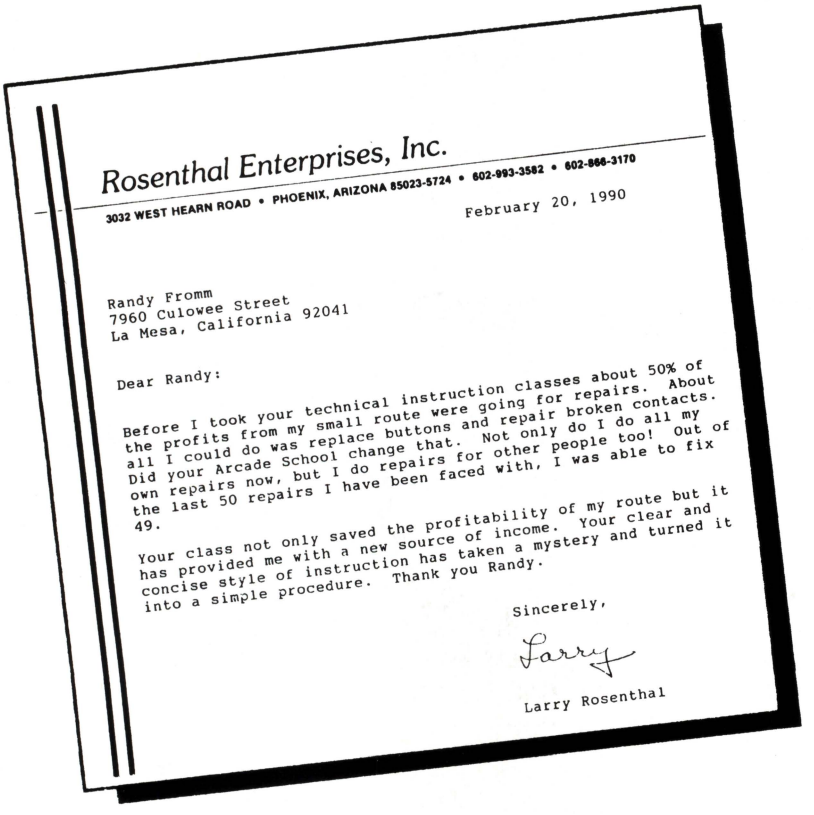
J.E.R.M. Enterprises has unveiled the "step and roll dolly," a new concept in pool table mobility. This self-lifting wood dolly is attached to a standard coin-op pool table in play position (down) and bolted. It remains on location.

Hardly noticeable, the dolly enables the location owner to move the pool table out of the way for special events, thus freeing up operator time. It allows operators to set pool tables in otherwise impossible locations for pool, such as a dance floor.

For more information, contact Raymond L. Lonsway, J.E.R.M. Enterprises, 131 Youngstown-Warren Road, Niles, OH 44446; (216) 652-1251; FAX (216) 652-1985.



TECHNICAL DIFFICULTIES?



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February 20, 1990

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Chicago, IL	Oct. 14 - 19

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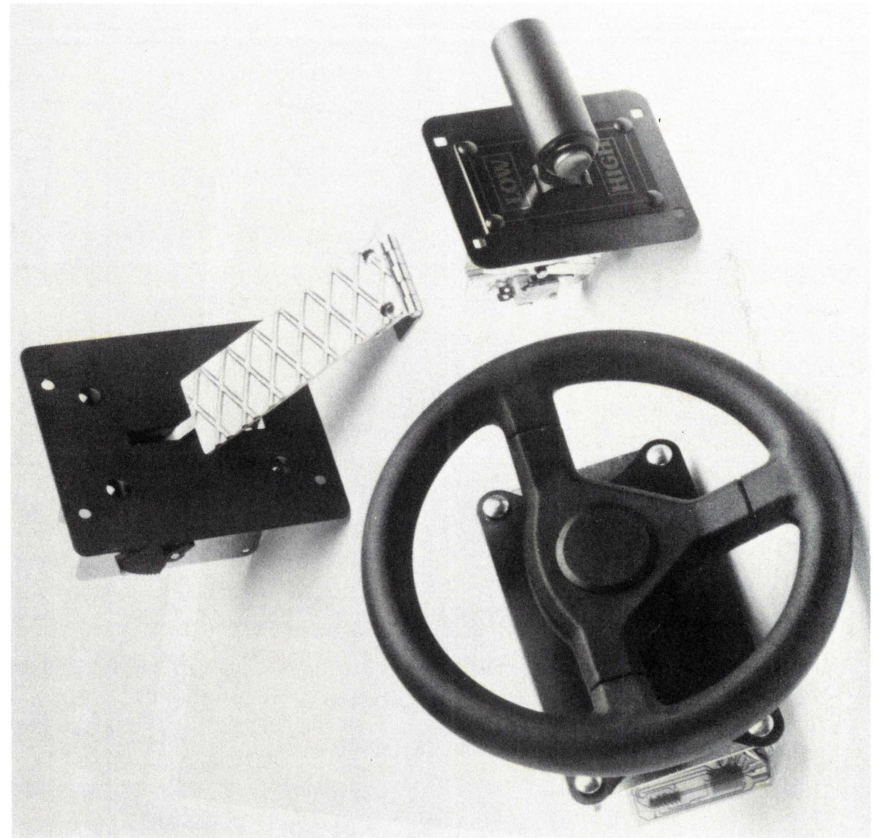
Driving controls

Happ Controls has unveiled new driving controls for a variety of applications, including 270- and 360-degree steering wheels, turbo shifter, and single and dual pedals. Designed primarily for coin-op video driving games, these driving controls can be utilized for a variety of custom applications.

The steering wheels are produced from the finest material, with standard mounting, ball-bearing construction, and a number of other exclusive features. The turbo shifter can replace original equipment; a replacement kit is available. The single and dual pedals are constructed of rugged steel, with microswitch or potentiometer control. They include improved pedal springs and links that can be customized for special applications.

For more information, contact Happ Controls Inc., 106 Garlisch Drive, Elk Grove, IL 6007; (708) 593-6130; (708) 593-6137.



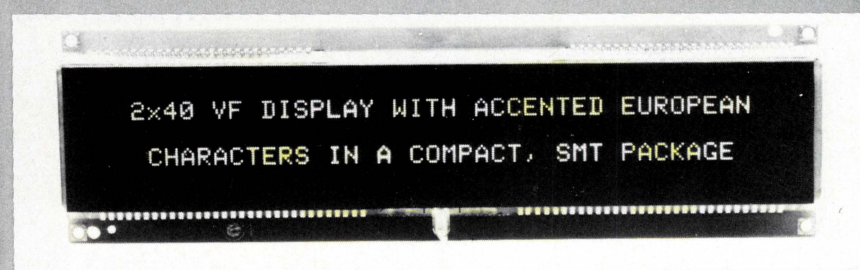
Display module

The Industrial Products Division of IEE has added a new display to its line of FLIP vacuum fluorescent display modules. Designated as Model 3601-51-080, this module uses surface-mount technology for compactness. It displays two lines of 40 characters .24 inches high in a 5 x 7 dot matrix. Along with 96 standard U.S. ASCII characters, the module's character generator also produces 75 additional characters, including accented European letters.

Interfacing with the host is via an eight-bit parallel TTL data bus. All scan, refresh, and data input/output operations are controlled by a microprocessor. The unit features a self-test mode that displays all printable characters. Hardware interrupt and reset are provided, and the display has three levels of software-controlled brightness. The unit requires only +5VDC at 1.11A (maximum) at its brightest level.

This compact module measures 8.70 inches wide, 2.50 inches high, and 1.16 inches deep. It is priced at $151 each (at 100 pieces); availability is four to six weeks ARO.

For more information, contact IEE, Industrial Products Division Sales Office, 7740 Lemona Ave., Van Nuys, CA 91409-9234; (818) 787-0311, ext. 418. □



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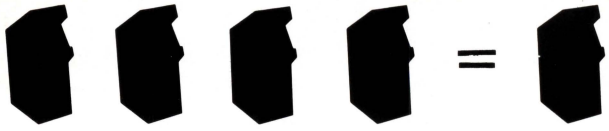

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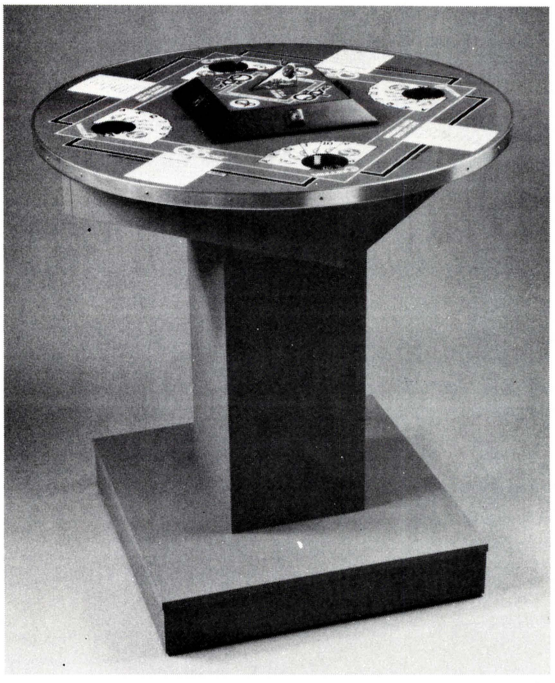

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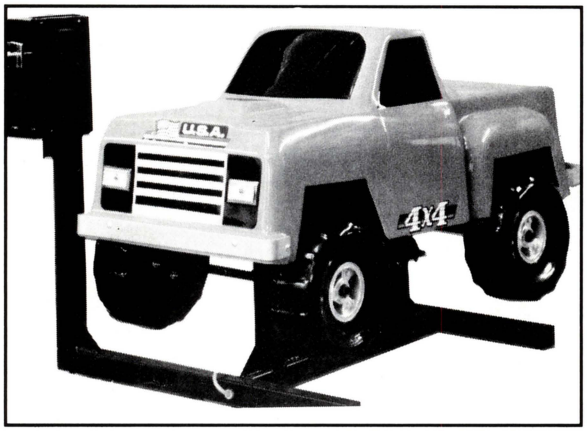

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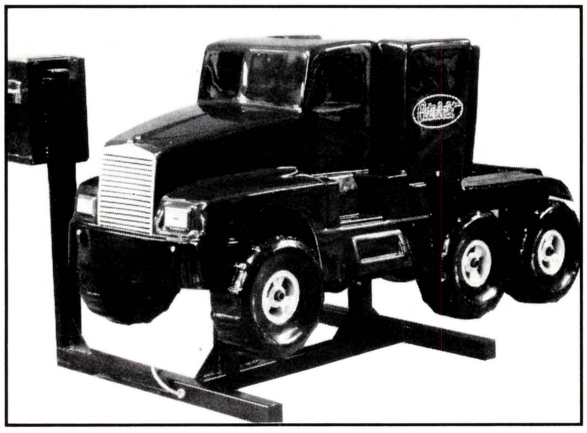

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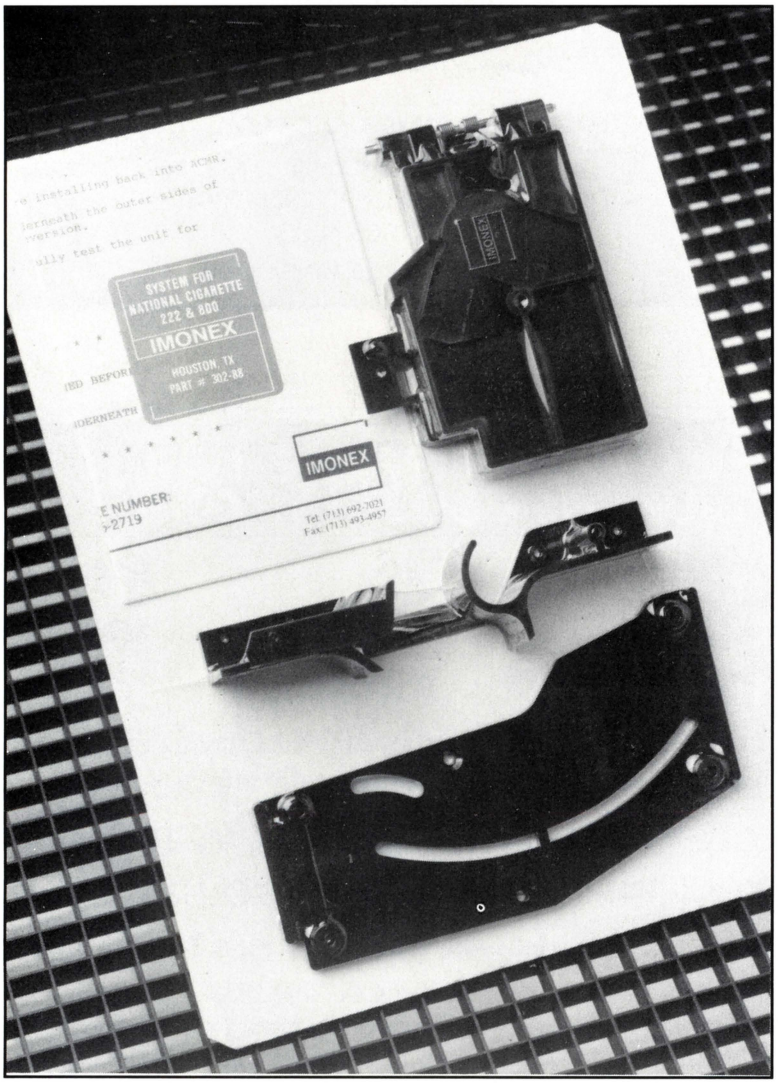

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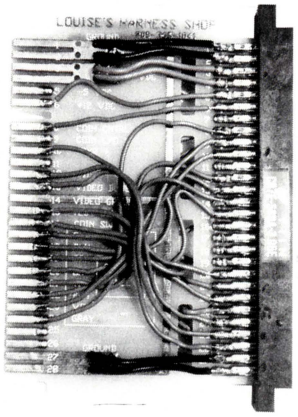

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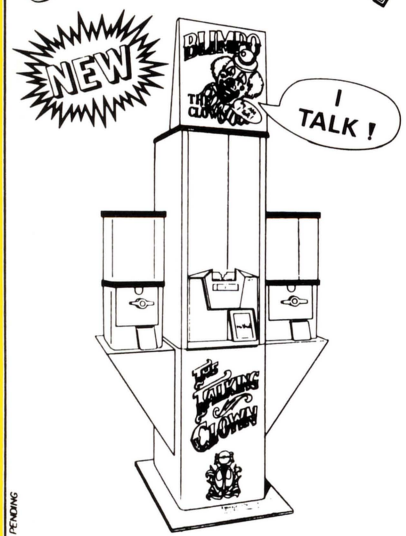

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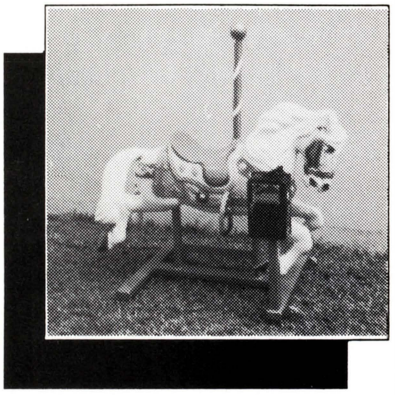

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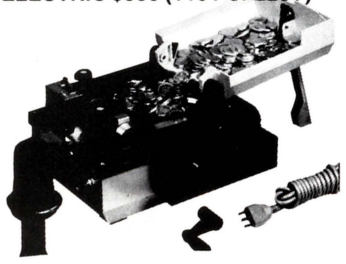

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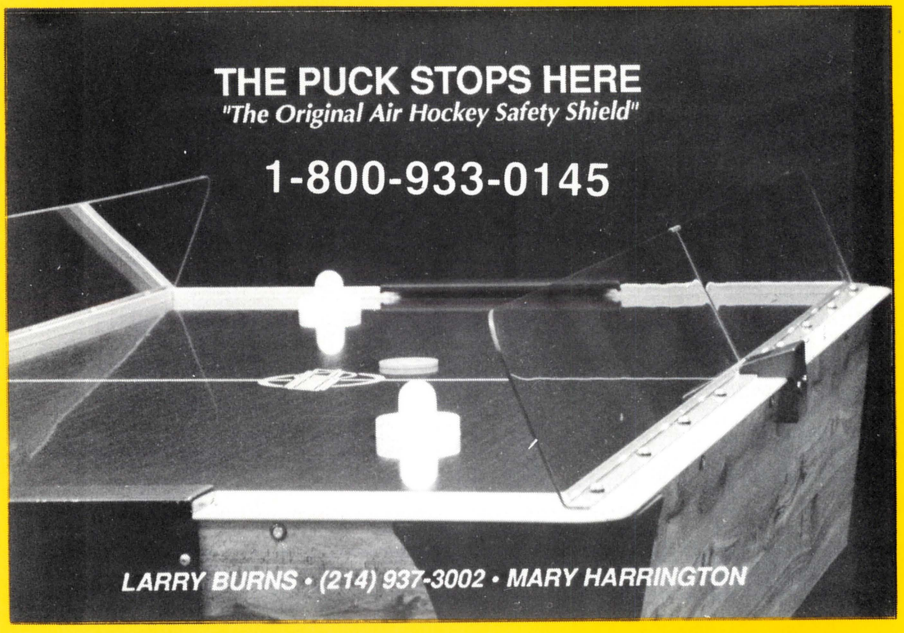

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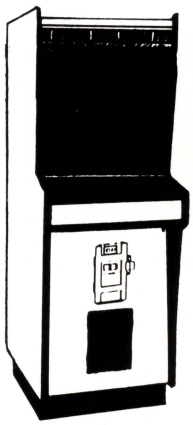

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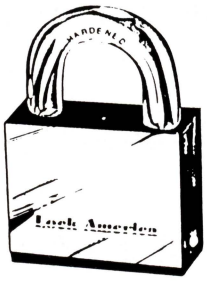

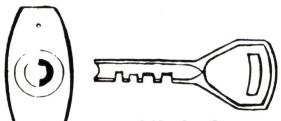

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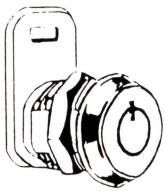

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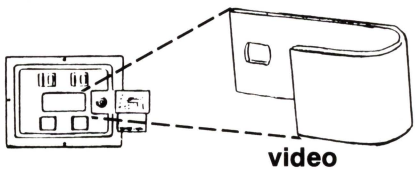

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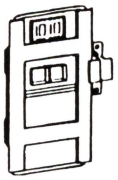

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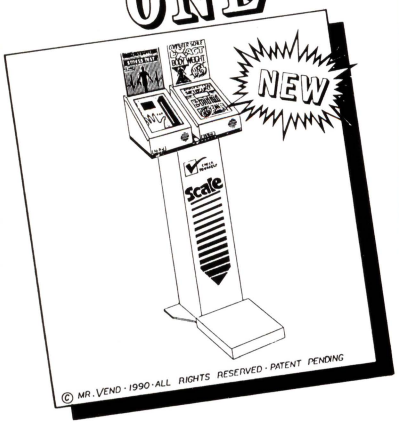

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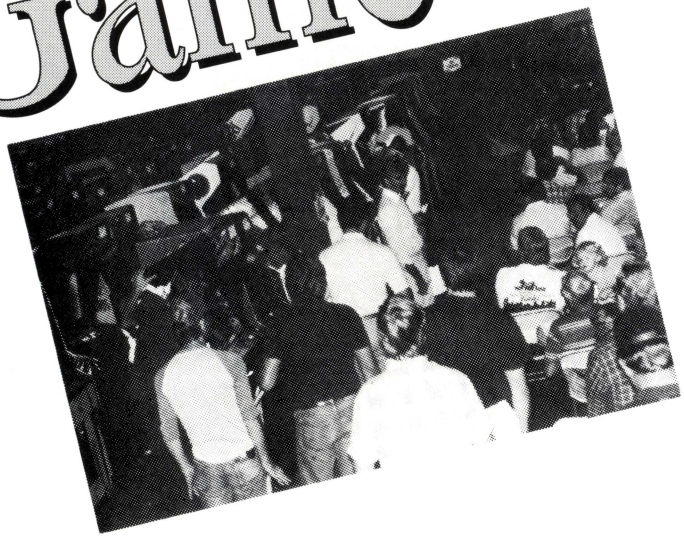

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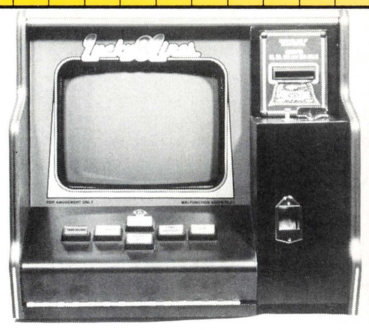

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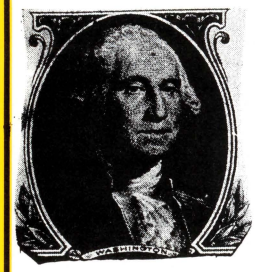

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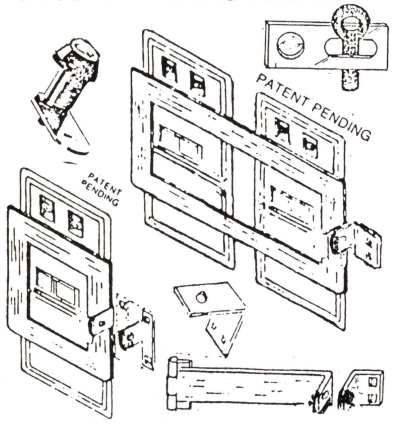

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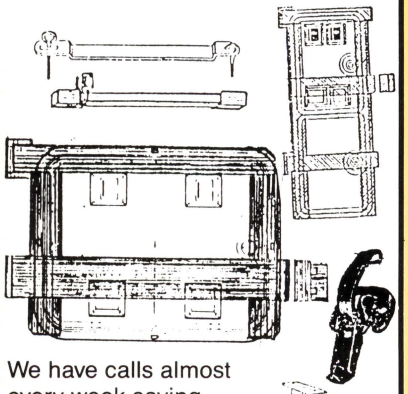

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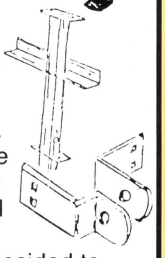

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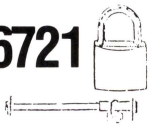

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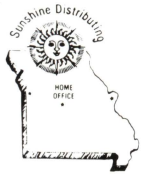

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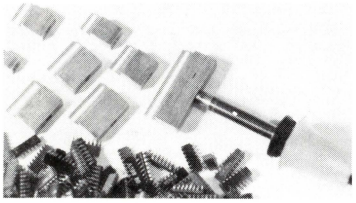

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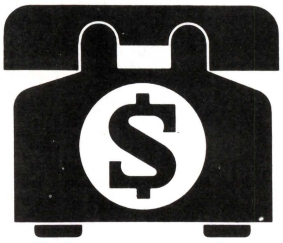

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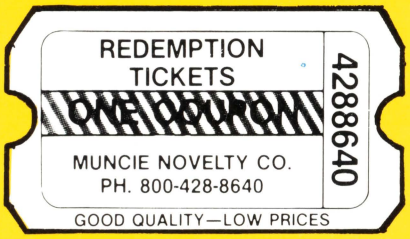

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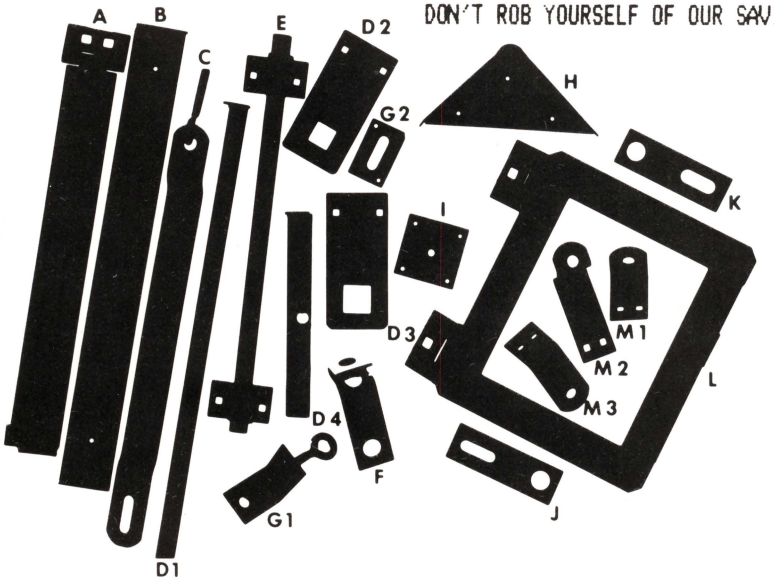

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A sampling of N.O. night spots

Last month, I took it upon myself to apprise you, attendees of AMOA Expo '90, of the restaurants worth seeking out while visiting our fair city of New Orleans. Ah, but where does one go for a nightcap, or, better still, for a nightcap *and* live New Orleans music?

The following is a list of bars and nightclubs in the French Quarter, Uptown, and assorted outlying areas. I'll try to fit in as many as this small space will allow.

Quarter bars

I'll start with probably the most famous watering hole in the city, Pat O'Brien's on St. Peter Street, which has the distinction of selling the largest volume of alcohol in the United States. The best spots to drink your Hurricane or Pete's Special are the piano bar and the expansive patio; the latter is preferable on a cool fall night.

If you want a drink in a historical New Orleans building, the Napoleon House on Chartres Street is a must. It was built in 1797 and got its present name from a legendary plot that failed. A plot was hatched whereby a group of men, led by the pirate Jean Lafitte, were going to rescue Napoleon from the island of St. Helena and bring him to New Orleans. This, "Napoleon's house," was remodeled and readied for his arrival, but he died before the voyage could be attempted, in 1821. The bar's specialty is a Pimm's Cup, a refreshing drink garnished with cucumber, not lemon or lime. Try it! If you're hungry, the place makes a respectable muffaletta.

The balcony at the Chart House offers a great view of Jackson Square and the cast of characters milling about below. If you want to mingle with these Quarter characters, check out Coop's Place or the Blue Crystal on Decatur Street, along with The Dungeon on Toulouse Street. The latter is not for the faint of heart. It doesn't open until midnight. You wind your way around a spiral staircase to get to the upstair's bar. There you'll find a mixture of bikers, debutantes, headbangers, and Tulane students getting rowdy to the beat of hard rock music. Drink a Witch's Brew at your own risk.

There are, of course, more sedate meeting places for cocktails. Martini lovers should head straight to The Bombay Club, a highly civilized establishment on Dumaine Street. There's also the Rain Forest atop the Hilton Hotel, the Hard Rock Cafe in the second Jax Brewery complex on Decatur, and Jax Fest, a series of bars in the original Jax Brewery development. Tujague's Restaurant up the street also has a nice bar. (Keep in mind, though, that there are countless little bars on and around Bourbon Street that I haven't the space to mention.)

Quarter nightclubs

Next to Pat O'Brien's is the world famous Preservation Hall, a veritable shrine to Dixieland music. Expect to be jammed in there, and they don't serve alcohol, but the music is worth it. Lulu White's Mahogany Hall on Bourbon Street is also another Dixieland hot spot, as is Pete Fountain's Club in the Riverside Hilton Hotel. And, despite her advancing years, leggy Chris Owens still wows 'em on Bourbon.

Fiery New Orleans rhythm and blues can be had at The Old Absinthe House on Bourbon, performed by Bryan Lee and The Jump Street Five. Don't confuse this place with The Old Absinthe *Bar*, located a few blocks down on Bourbon. There's no live music here, but its sports mofif makes for a fun time nonetheless.

For live Cajun music, there's Michaul's on Magazine Street. (This place is technically not in the Quarter, but rather in the Central Business District; close enough.) The other live Cajun spot is Uptown at the Maple Leaf Bar, which I'll mention in a bit.

Finally, and I'm stretching the term "live music" on this one, try the Cat's Meow on Bourbon. Here's how it works: the contestant picks his favorite song from a list of potentials. He or she then gets up on stage and, in front of a packed house of unruly drunkards, sings. The background music is provided, along with lyrics on a screen. Lousy acts get gonged off the stage in shame. Any of you Expo attendees interested?

Uptown bars

There isn't a better drinking venue on a fall night than the Columns Hotel patio, located on historic St. Charles Avenue. The movie "Pretty Baby" with Brooke Shields was filmed here, as was a recent music video with Aaron Neville and Linda Rondstadt. Que Sera is another good spot on St. Charles for drinking and streetcar watching.

Magazine Street has plenty of fun bars, including Flagons (a wine bar), Le Bon Temps Roule, and Hofbrau (which doubles as a steakhouse). Tchoupitoulas Street contains the Absolute Bar & Grill and the F&M Patio Bar, a prime spot for drinking into the wee hours. The Carrollton section of Uptown has some gems as well, among them Cooter Brown's, Phillip's, and Carrollton Station. The latter should be visited on Thursday's night for its "chicken drop" contest. I won't go into details, but trust me on this one. It's a scream!

Uptown nightclubs

I'm running out of room fast, so let me be brief. Any discussion of live N.O. music must begin with Tipitina's, located on the corner of Tchoupitoulas and Napoleon. The acts range from R&B, Cajun, zydeco, rock, world beat, jazz, and so on. Check out the bust of Professor Longhair.

There are *three* music clubs on Oak Street: the Maple Leaf (Cajun/zydeco), Jimmy's (rock), and Muddy Waters (generally R&B/blues). Benny's has good live music without a cover charge, but it's in a seedy neighborhood. Ask me for directions at the show if you want to be daring.

Two other places of note are Snug Harbor for jazz, located on Frenchmen Street, and Bart's on the Lakefront. The latter isn't a nightclub, but it's a popular place to drink while overlooking Lake Pontchartrain.

Whew! See ya'll at the show, or, more likely, in a bar or restaurant.

Christopher Caire

Christopher Caire
News Editor

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